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PRINTERS'

A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City



VOL. LXXXII

NEW YORK, MARCH 6, 1913

No. 10

ALMOST any agency is able to tell of a big account turned down or of advice not to advertise given to some manufacturer who could not use general publicity. . . .

That experience is no novelty to us, either; yet we surely do rejoice when we can show a man how to make over his selling methods so that he can utilize the great force of advertising. . . . A southern concern was spending \$75,000 a year not very profitably when we stopped them for a year or so while they simplified their packages. Now they're spending quite a lot more with very great success—and doing it without having to carry so much stock. . . . So, you see, the thing is not to prevent people from advertising, but rather to stop them long enough to get them going the right way. . . .

Let us match our time against yours. . . .

N. W. Ayer & Son, Philadelphia, New York, Boston, Chicago, Cleveland.



THE FEDERALIST



"Put it up to men who know your market"

THERE is a Big Fact behind every Federal campaign.

Δ Δ Δ

A BIG Fact is the merchandizing feature that makes each advertisement a cumulative asset and develops the advertising appropriation into an investment instead of an expense.

Δ Δ Δ

I F this is too deep, let's call it advertising that is aimed, not aimless; advertising with the real selling punch behind it.

Δ Δ Δ

F OR example, such Big Fact Campaigns as Rubberset, the Safety Tooth Brush; Barrington Hall, the Bakerized Coffee; Printzess, the Distinction-in-Dress Garments; Eden Cloth, the Perfect Woven Wash Flannel; Truly-Warner, Mr. Goodresser's Two-Dollar Hat; Gossard Corsets, They Lace in Front; Migel-Quality, the New Silks First; Globe-Wernicke, the Elastic Book-Cases, and so on through the long line of noteworthy successes that employ Federal Service.

Δ Δ Δ

I S your advertising aimed or aimless; are you investing or spending an advertising appropriation; does your campaign automatically demonstrate itself behind the counter; what is your Big Fact?

Δ Δ Δ

N OT to know the answer to every one of the above questions is

to admit the fact that Federal can help your advertising dollars earn a bigger revenue of results. Why postpone your profits?

Δ Δ Δ

A LONG procession of Dress-faster advertisers marched up the hill and down again until Koh-i-noor woke up a nation of "hook-me-up" husbands with the glad cry "Good-bye, Old Hook and Eye." All notion history records no such sensational success as belongs to the Woman with the Wink. And this advertiser came all the way from Austria to find Federal and his Big Fact.

Do you realize how much it would help the sale of your garments if they contained this well-known label:

Fastened with
Koh-i-Noor
Buttons
Only One Unrivaled

WALDES & CO., Makers
137 Fifth Avenue - New York
PRAGUE - PARIS - CHENNE - WARSAW - LONDON

"Put it up to men who know your market"

Federal Advertising Agency
241 West 39th Street, New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXII

NEW YORK, MARCH 6, 1913

No. 10

DEMONSTRATION, THE SALE CLINCHER

THE VALUE OF DEMONSTRATION IN
SECURING AND HOLDING ATTEN-
TION—LEADS TANGIBILITY TO THE
CANVASS—GREAT VARIETY OF
GOODS THAT CAN BE DEMONSTRAT-
ED—TWO SAFE RULES

By S. Roland Hall,

Of the International Correspondence
Schools.

[EDITORIAL NOTE:—There seems to be one thing that the man comparatively new to the advertising business finds harder than any other idea to absorb, and it is this—that a principle, plan or idea used successfully in one business is likely a principle, plan or idea that can be easily adapted and used advantageously in scores or maybe hundreds of other lines of business—that the fact that the method was used first in the automobile business does not mean that it may not be used as well or even better in the food business or in some other line. The following article very clearly points out that demonstration is as important to the manufacturer of fountain pens as to the manufacturer of vacuum cleaners or adding machines. The great principle is there—demonstrate to catch attention, to develop interest, to prove the claims and to clinch the sale.]

Two scenes of boyhood days stand out vividly.

A cousin of mine was trying to make a sale of one of the old-style Waterbury watches to a negro. The two were negotiating earnestly on the "village green," and my cousin was demonstrating the good points of the watch. Suddenly, off flew the back of the case and that famous long spring of the Waterbury leaped out like a jack-in-the-box. The sale was off. The demonstration had gone wrong.

Then, there was the peddler of notions and novelties. He stood on a dry goods box, also on the village green, and after getting off his spellbinding effort about the rare quality of the scissors that he held aloft, he clipped a pin deftly by inserting it down

near the hinge of the scissors; and then he snipped wet tissue paper with the same pair of blades, to show that the marvelous edges were uninjured. For several minutes thereafter he was busy handing out ordinary scissors at the usual price. The sale was on. The demonstration was right.

Some months ago two suave gentlemen were glad to see me as I stepped into my home. They had come around to show my wife a new seven-pound aluminum vacuum cleaner similar to one that had been sold to Mrs. ———, one of our friends. This good friend of ours had been sure (said the salesman) that we would be interested. "May we show you just what can be done with the cleaner?" they wanted to know. "I am not interested," I said, "but if you can sell it to her"—pointing to the respected head of my household—"why just pitch right in."

And I pretended to read the afternoon paper, though, to be honest, I could not help being interested in how the thing worked, for it was a beautiful little machine, with its aluminum case.

I knew what they were going to do, for I had heard of their stunt. They picked out a rug that had been swept in the ordinary way, and started in. Very soon they adroitly turned the operation of the machine over to my wife, and she was enthusiastically pushing it around, while they went on with their canvass.

In a little while they asked for a newspaper, opened the machine and impressively dumped out a big handful of black dirt. Mrs. H. was properly horrified, and it was then a mere matter of details to get a check from her. She was glad to get the machine, and the cost of living for us quickly went up \$35. But we haven't been sorry we bought.

The secret was good demonstration.

Good advertising can do a great deal for the manufacturer of that vacuum cleaner and for similar articles, but in the end, skilful demonstration must be depended on to clinch the sale.

WHERE COPY WOULD FAIL

The other day a man submitted to me some advertisements for a paper-testing machine that sells for twenty-five or thirty dollars. He wanted to know if I thought his advertisements would sell the machine, and if they wouldn't, what kind of copy would do the trick? The fact is that probably no copy could be written that would sell that machine to a large proportion of the people who could use it to advantage. Striking copy, with offers to send on a machine for free trial, easy-payment plan, etc., would undoubtedly make sales, but after all, it is a big job to write copy that would induce a busy man—and the people who could use such a machine are men of affairs—to open negotiations by mail for a machine of such character. Printed advertising will break the ice for the salesman, by making the name and the merits of the machine more or less known, but the advertiser will in most cases have to do what the National Cash Register Company does—go in and demonstrate and prove the case. Hugh Chalmers says: "Most cash registers are sold; few are bought." There's a lot in that short sentence.

Demonstration adds flavor to the advertising talk or the spoken canvass. It rivets attention, gets it on tangible things. Most of us are curious to some extent. A friend of mine was in town the other day to give a talk to a big crowd of railroad shopmen on leather, belting—he being the advertising manager of a big belt manufacturer. He had a steer's hide along with him, and he used that in his talk. Everybody in the crowd was interested in that steer's hide, and he got undivided attention as he pointed out from just what part of the hide

the material for the best belting was cut; and what he later said about choosing the right kind of belting and caring for it went home. No oratory, no carefully drilled canvass, could take the place of that homely but practical steer's-hide demonstration.

This principle is no more peculiar to vacuum cleaners than it is to scissors or to belting. A question that every advertiser might do well to ask himself is, "Can't I expedite sales by some sort of demonstration?"

The shoes treated with waterproofing and being made to dip constantly in a pan of water as the window fixture revolves them will do more to draw attention and convince passers-by than any window card that you could devise.

Watch the well-trained Waterman pen salesman as they make that long vertical mark with the pen to show you that the ink flow is never-failing. That stroke quickly explains and proves.

HOW HEINZ DOES IT

The Heinz salesman goes into the grocery store to sell Heinz vinegar to the man who believes that his trade will take nothing but low-priced bulk vinegar. Does the Heinz man rely on talk alone? He does not. He has two nice-looking testing-glasses, and he skilfully gets to the point where he gets those two glasses filled with vinegar. Sometimes he uses two of his own vinegars, a low-priced one and a high-priced one, and he knows how to compliment the grocer on his keen taste, too! This same Heinz man can very cleverly open a can of Heinz Baked Beans and show that the sauce has gone clean through in the thorough baking process, and won't wash off clean, as is the case with some canned beans.

The salesman of aluminum utensils has long ago learned the value of carrying that pet piece of ware in a green cloth case that has drawstrings to it, as if the ware were a silver loving cup. The average housekeeper wants to know what is in that case and the article shows off to the best

Test This In Your Own Home—

It is hard for any man not connected with the business of supplying Fashions to women to appreciate the intensity of their interest in clothes, style and fashion.

Without comment place any one of The Butterick Trio (*The Delineator*, *The Designer*, *The Woman's Magazine*) within reach of your mother, wife or sister in your own home.

When you see their absorbed interest in its pages you will begin to get an idea of the value of The Butterick Trio to manufacturers of anything that can be purchased by women.

The Butterick Trio is the unquestioned authority on all matters of interest to women in 1,400,000 homes. Your sales-story in The Trio carries with it the prestige of that influence into every home.

The Butterick Trio

W. C. McMillan,
Eastern Adv. Mgr.,
Butterick Bldg., New York.

J. A. Townsend,
Western Adv. Mgr.,
1st Nat'l Bank Bldg., Chicago.

(Average Monthly Net Guaranteed Circulation 1,400,000)

advantage when it is impressively drawn out.

Page after page of the Aluminum Kitchen Utensil Company's literature is devoted to actual experiences in "closing a hard sale," and nearly all of the salesmen relating these experiences explain how *demonstrating* overcame the obstacle. These salesmen even go into the kitchen and conduct cooking experiments to bring out certain features of the ware they sell.

Demonstration is not confined to tangible things, such as machines and kitchen ware. A long and varied list of products and service can be demonstrated in one way or another. Take an insurance policy, or an investment, as an example. The skilful salesman of such things knows the value of reducing profits or benefits to figures as he goes. This is demonstrating. The figures are impressive, and if the salesman's company has given him a little training in the psychology of salesmanship, he has the prospective customer do some of the figuring for himself—that which he can safely be trusted to do. When the prospective customer takes an active participation, his attention is riveted, his interest is deepened, and that means much.

DEMONSTRATION SUPPLEMENT TO COPY

He is a remarkable writer or salesman who can, with mere words, make the prospective customer see the machine perform or bring out the features of the goods as vividly as a simple but well-conducted demonstration will do it. The most widely sold washing machine met indifferent success until the copy man thought of offering free demonstration in the home of the interested reader. That proved to be the magic sesame that opened the door. We instinctively distrust mere words, but seeing is believing—if the seeing is rightly directed.

The other day, in a furniture store, I inquired about a certain kind of bed-spring, and a salesman who is right onto his job led me up to where a little dem-

onstrating section of a bed-spring about three by three was on the floor. He jumped right up on that little sample of the springs and bounced up and down to show me the buoyancy and strength. It was impressive, I tell you. It clinched the sale.

Isn't there a little demonstrating outfit that *you* could make up and send out to the trade generally, Mr. Manufacturer?

I can produce here no array of statistics showing just how much demonstration increases sales, and of course the figures would vary in different lines, anyhow. The experience of the advertiser that I serve shows that when we can send a salesman to see inquirers, demonstrate our method of teaching, show the lessons and our method of correcting, point to local cases of successful students—all a broad form of demonstration—we get about twice as good a percentage of sales as we do where we depend on magazine advertising and sales correspondence only.

There are two rules that I think can be safely laid down about demonstrating.

No. 1—Remembering the sad disaster that befell my cousin, don't try to demonstrate unless you know your machine or article thoroughly and also know that it is in good condition for demonstrating. In the I. C. S. sales instructions we lay down the most careful rules for the demonstration of our phonograph language-studying outfits, and no salesman is allowed to demonstrate until he has the thing down pat.

No. 2—Have the prospective customer take such part in the demonstration as he is likely to be willing to take and which he can likely take successfully, thereby you can secure an interest that might not otherwise be secured and you also appeal to the sense of ownership when you can get him to handling the article.

Fred A. Robbins, formerly of the Orange Judd publications, is now associated with Burkitt & Co., advertising agents, Chicago.

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The Wisconsin Agriculturist

RACINE, WISCONSIN

Guarantees a net paid circulation of 60,000 copies weekly, exclusive of exchanges, advertisers' copies, etc.

An examination will be made in January of each year by Price, Waterhouse & Co., the well-known Chartered Accountants, and if the net paid circulation for the previous twelve months falls below 60,000 copies weekly, we will rebate each advertiser pro rata.

SWORN STATEMENT OF CIRCULATION FOR 1912

State of Wisconsin } ss.
Racine County }

Arthur Simonson, being first duly sworn on oath, deposes and says: that the following is a true and correct detailed statement of the actual circulation of The Wisconsin Agriculturist, for each issue of the year 1912.

January	4....63,968	July	4....63,385
"	11....62,552	"	11....63,438
"	18....63,634	"	18....63,292
"	25....63,328	"	25....63,595
February	1....63,309	August	1....63,680
"	8....63,148	"	8....63,316
"	15....64,286	"	15....63,967
"	22....64,187	"	22....63,555
"	29....65,493	"	29....63,635
March	7....62,730	September	5....63,076
"	14....66,231	"	12....63,202
"	21....66,505	"	19....63,544
"	28....65,503	"	26....63,297
April	4....66,206	October	3....64,731
"	11....66,453	"	10....64,352
"	18....66,406	"	17....63,938
"	25....66,301	"	24....64,880
May	2....66,156	"	31....64,761
"	9....65,366	November	7....64,960
"	16....65,615	"	14....64,836
"	23....64,915	"	21....65,019
"	30....63,475	"	28....65,058
June	6....62,687	December	5....64,448
"	13....62,529	"	12....65,411
"	20....63,022	"	19....66,158
"	27....63,484	"	26....65,630

The total circulation was 3,346,741.

The average for the 52 issues was 64,360.

ARTHUR SIMONSON

President Wisconsin Agriculturist Pub. Co.

Subscribed and sworn to before me

this 16th day of January, A. D. 1913.

MILTON J. KNOBLOCK

Notary Public, Racine County, Wisconsin.

THE WISCONSIN AGRICULTURIST

RACINE, WISCONSIN

ARTHUR SIMONSON
President

George W. Herbert, Inc.
Western Representatives
First National Bank Bldg.
Chicago



FRANK W. LOVEJOY
Advertising Manager

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York City

Member of Standard Farm Paper Association.

ADVERTISING "MISSES" THAT MIGHT HAVE BEEN "HITS"

THE STORY OF GOOD PROPOSITIONS THAT HAVE BEEN DONE TO DEATH BY POOR JUDGMENT—POST-MORTEM INDICATE THAT NO MATTER HOW GOOD THE COPY AND SELLING PLAN, THE OVERLOOKING OF A SINGLE FACTOR MAY WRECK A CAMPAIGN

[EDITORIAL NOTE:—The author of this article is fully qualified to write about advertising "failures." As a copy writer for a large Western agency for several years, he was enabled to observe from the inside the facts about which he writes here so entertainingly.]

Figuratively speaking, the remains that lie in the advertising graveyard are those of murdered advertising propositions.

Several years ago a syndicate of men organized an automobile manufacturing company. They had heard so much of automobile company failures where concerns had tried to start small and grow large—in the face of the severe competition said to exist then in the field—that they determined upon a "big smash" at the start. This was to take place in the manufacturing, selling and advertising ends of the business.

Branches were opened in many cities. Factory buildings were erected, sales managers and district managers secured, a high-class service department was laid out and an advertising agency was set to work on one of the industry's notable campaigns. Double spreads in national publications and large newspaper copy announced the new car.

Almost immediately cars began to move out of the factory and began to appear on city streets. The factory planned to build 5,000 cars that season. With the success of the car apparently assured, the man in charge of the business kept up the heavy bombardment in publications and decided upon an increase of the appropriation.

The campaign, both selling and advertising, was a success. Dealers reported that prospects were purchasing the cars "over the

counter." The first month, on dealers' orders, the manufacturer shipped 400 cars. The next month the shipments were larger, and they kept on so through the winter.

BANKS HAD EYES OPEN

The bill for advertising along towards spring had mounted up to the \$175,000 mark. "The success" was common gossip in the industry. Then along about the middle of the summer the banks suddenly shut down on the concern. In unison they voiced their refusal to help finance the business any longer.

They would not allow the concern to fail, because too much was involved, but they trimmed its wings. Advertising was sliced off, selling expense was cut in many ways, and dealers were told that, instead of the concern standing one-half the expense of newspaper advertising, the dealer would have to stand the entire amount thereafter himself.

The car this maker offered, though sold at a cheap price, was in reality a big value. It cost the manufacturing end of the business large sums to offer the motorist such a car.

The margin of profit was not great. But when the concern saw how the car was selling, it regarded the advertising as successful, and plunged. The first month the advertising expenditure was nearly \$20,000, yet the factory shipped but 400 cars.

The cost of publication advertising alone—to say nothing of the expense of the advertising department, overhead, catalogues, leaflets, follow-up, posters—was over \$20,000, an advertising expense of more than \$50 for each car.

That analysis showed the secret of this failure lay in the advertising. The copy was good, the salesmen talked the points the advertising brought out, the follow-up was excellent, and the entire scheme of things did its part in selling the cars. But the fault was *over-advertising*.

This concern's advertising campaign was on a basis to sell 10,000

Facts Not Theories

THE selection of the **right** publications is the secret of *successful mail-order advertising*. Experienced advertisers generally get the **best value** for their money.

Buying space in the **right** kind of mediums is like buying so many pounds of sugar, so many yards of cloth. The mediums the money makers in the mail-order business use and stick to, are the ones that have **proven** their value. They know the **best** publications to use and the ones to **avoid**. They have paid for this knowledge.

SOME advertisers like to get "the most for their money." They like to buy big space or see their advertising in many papers for little money. There are publications that will give advertisers much more space for the same amount but there are none that will give advertisers **better results** on the basis of cost than

The Vickery & Hill List and The American Woman

of Augusta, Maine, and that is what counts.

Practically **every** reader of the Vickery & Hill Publications is a patron of mail order advertisers and any mail order advertiser who wishes to reach the *family* and have the endorsement of publications whose **merits** for **over 40 years** have given them influence with their readers, should not fail to include this peerless list of mediums.

Vickery & Hill Publishing Co.

E. H. BROWN **Augusta, Maine** **C. D. COLMAN**
30 No. Dearborn St., Chicago Flat Iron Building, New York

cars, instead of 5,000, but the factory could not turn out the cars fast enough to grasp the sales the advertising and selling effected.

The consequence was that the factory's failure in not building enough cars made the advertising cost on each car prohibitive.

Twenty-five dollars a car would have been about right, even though this was a cheap car with not a very long margin of profit.

While over-advertising is the cause of some failures, neglect to look deeply into market conditions is more common.

A manufacturer of a fresh-air device some years ago decided he would expand his business through the use of advertising. He distributed other products through dealers, and decided that this avenue should also carry the new goods.

With this thought uppermost in mind, the logical decision was to utilize publications which had considerable dealer influence. This, the manufacturer felt, would be welcomed by his customers.

A really fine line of copy was prepared. The illustrations were excellent. The whole scheme of the advertisements was pinned closely down to actual conditions.

CHOICE OF MEDIUMS AT FAULT

The advertiser felt rather comfortable when he inserted the first piece of copy, for he felt it was a foregone success. The copy appeared, and following it came a few inquiries. Most dealers had readily agreed to stock the goods, and these inquiries were turned over to them. In a large percentage of cases sales resulted, but when the manufacturer drew a trial balance, at the end of six months, he found that the advertising appropriation just about equaled the total amount of goods which had been sold.

He tried it out another year. The result was similar—a failure.

One day an advertising man, who was endeavoring to get the account, opened the advertiser's eyes. By producing circulation statements of the publications that the manufacturer had been using, the advertising man showed

that 85 per cent of the circulation he had been buying was going into small towns.

"You are advertising this device," said the advertising man, "to the healthy small-town family. People whose lives are lived in the fresh air have about as much use for this device as a St. Bernard dog has for a pair of suspenders. You have missed the trail to your market."

Then he proceeded to show the advertiser, and rightly, that the latter's logical market was the large city; there people are cramped up in flats, and in the daytime work in stuffy offices, and with them fresh air is at a premium.

He advised the manufacturer the correct mediums to use.

The reason the advertiser had been loaded up by his agent with a lot of unsuitable mediums was that the agency runs a "house-organ" in which it carries publishers' advertising. When the *Universal Jimplecute* takes a page ad in the agency organ, the agent is obligated to send his clients' ads to that particular medium, in order to balance accounts.

So the fresh-air advertiser, who trusted in the agent's boasted knowledge of mediums and "great buying power," was sacrificed to make a Roman holiday and—to fatten the agent's bank account.

REVELATIONS OF A "DEAD LIST"

A farm implement manufacturer had been doing advertising in an incidental way for several years. Finally he dropped out of sight. An agency man was sent to revive the account, if possible.

The advertising copy had produced the inquiries, but somehow the prospects did not buy. Inquiry cost was low. In his advertising copy the manufacturer, who had several competitors, talked in favor of the *class* of product that he was making, and the advertising produced inquiries at a low enough cost so that it could properly be regarded as successful.

The agency man sent out a letter to a dead list of prospects. He found, strangely, that a large number of them had purchased

We have two clients, each of whom is the largest manufacturer in his line.

The lines are totally different, but both are staples.

Each client has active, aggressive and intelligent competitors.

One does about seventy per cent of all the business in his line.

The other about five per cent in his.

The seventy per cent man invests each year about five per cent of his gross sales in advertising.

The advertising appropriation of the five per cent man is equal to about one-sixth of one per cent of his gross.

Yet—somehow—we cannot escape the conviction that the seventy per cent man is the more conservative of the two.

CALKINS & HOLDEN

250 Fifth Avenue

New York

another make of product, having apparently secured the catalogues of both concerns.

He laid each concern's catalogue side by side, endeavoring to locate the difficulty. He found that one catalogue talked in favor of this *class* of goods while the other laid stress on the importance of buying the *make* of product that a certain manufacturer built.

One was a trade-wide appeal, the other riveted interest to one particular product. In other words, the catalogue of the manufacturer who had added to the advertising graveyard another tombstone helped sell goods for his competitor, who was wise enough to pin his appeal to his own product.

The altruistic catalogue of the manufacturer about whom this story is told, instead of selling *his own* goods exclusively, was selling *all* goods of this type, and the competing maker craftily stepped in at the proper juncture and nipped the sale for himself.

A concern of wholesale selling agents was preparing to put on the market a type of article that had been sold through dealers for many years. This product was planned to sell direct to the consumer by mail.

A complement of the product was to be offered as a premium.

"Tell the advantages of the article in a striking way," said an advertising man, "and, as a clincher, either at the bottom of the advertisements or in the catalogue, drive home the sale by telling of the premium." And they did.

SALES MADE AT A LOSS

Inquiries began to come in, but slowly. Their cost at the end of three months was prohibitive. Sales were costing more than the profit on the article. So every article they sold was a loss. The selling agents pocketed their loss and told the manufacturer their effort had been a failure. The latter attempted to retrieve his fortunes by dealer distribution.

About this time a manufacturer who deeply considered things be-

fore he went into them, decided to market a similar product, and thought the premium idea was a great one.

He stumbled onto this plan: He would frame his advertising copy in such a way that it offered in the headlines the premium free.

Then he would discuss the premium, tell its benefits, its advantages, and lay special stress upon its desirability in any household. In fact, when the copy was actually written, three-fourths of it was built upon the premium, and the last quarter of each ad hammered home sufficiently strong facts about it to make a housewife willing to pay for it if the premium were thrown in free.

The catalogue was built upon the same scheme, and the follow-up letters were extraordinarily strong in selling the premium. The products and the premiums were practically identical in both cases.

The manufacturer's advertising was instantly a success. It brought many orders direct from the ads, and the catalogues clinched more. Selling cost was low enough so that on a large volume of business a fat profit was left.

This manufacturer sold his premium to housewives, and let the article for which they must pay to get the premium follow as an incidental. Yet they also "sold" the article.

But the selling agents handling identically the same proposition first sold the article for which the housewife must pay, and then threw in the premium. The difference of handling was the difference between failure and success. Advertising wasn't at fault, but the plan of handling was.

It is lack of analysis and a failure to thoroughly understand every detail of selling, as well as the "trade," that cripples advertising campaigns, before a line of copy has been placed.

Take any advertising failure, go over it in the endeavor to find the wrong angles that it embodied, and you will have had one of the most profitable experiences possible. It helps establish fortifications against similar failures.

SUIT FOR MISAPPROPRIATION
OF ADVERTISING IDEA

The United States Lithograph Company brought suit for \$10,000 damages against the Towle Maple Products Company, St. Paul, Minn., February 4, in the United States District Court at St. Paul. Misappropriation of an advertising sketch is alleged as the basis of the damages.

The United States Lithograph Company claims that in May, 1911, it prepared a sketch for a cut-out to advertise the maple syrup sold by the Towle Maple Products Company, at the request of the latter. The sketch was submitted for approval, and instead of approving or rejecting it, it is alleged, the Towle Company secretly had it photographed for the purpose of submitting it to other lithographic houses in the endeavor to get lower prices. Finally it was submitted to the Pioneer Incorporated, a lithographic concern in St. Paul, and the Towle concern actually purchased cut-outs from that concern of a design practically the same as that submitted by the plaintiff. The United States Lithograph Company claims that the design was copyrighted by them in September, 1911.

PASTORS MAY HELP ADVERTISE
MISSOURI

The Federation of the Commercial Clubs of Missouri met in convention at Moberly, Mo., Feb. 25-26, to plan how to advertise and in every way better Missouri. As a starter, \$2,000 was subscribed as the nucleus of the advertising fund.

J. R. Moorehead, secretary of the National Federation of Retail Merchants, displayed a map showing 540 Missouri towns had lost population according to the last census. He declared the mail-order houses of the larger cities had caused this by the running out of business of small town merchants.

Missouri's good points are to be preached from 2,000 pulpits in the state if the suggestion of the Rev. A. N. Lindsay, of Clinton, Mo., before the convention is carried out. Mr. Lindsay, a minister and business man, would have the state advertised within itself that all might work for its good. Mr. Lindsay, besides urging the preaching of Missouri from the pulpit, advocates the use of traveling men and the newspapers in boosting his state.

D. R. HANNA'S GIFT FOR SCHOOL
OF JOURNALISM

Another school for journalism is to be endowed by a newspaper publisher. Dan R. Hanna, publisher of the Cleveland *News and Leader*, has offered \$10,000 a year to Western Reserve University for the establishment of a school of journalism to be opened this fall. It is expected that Cleveland papers will be closely associated with the university as "laboratories" for the new school.

WOULD ORGANIZE HOUSEWIVES
TO FIGHT PRIVATE BRANDS

PHILADELPHIA, Feb. 26, 1913.

Editor of PRINTERS' INK:

In an article concerning private brands in a recent issue of PRINTERS' INK, the writer asked what is being done or what can be done to protect proprietary brands against private brands.

Of the people going into grocery stores, it is claimed that 80 per cent do not specify the brand of goods they want, only 20 per cent naming a brand. As advertising progresses that proportion will be changed. As it stands today, within the 80 per cent lies much of the opportunity of the private brands.

There is a simple plan that advertising clubs can follow, helping proprietary brands gain the success deserved by their merits and for their advertising. Let the advertising clubs hold luncheons or special meetings for the wives, mothers and sisters of members, the women folk who do the buying for the home. Let them understand the difference between proprietary brands and private brands and a big step will be taken toward changing that 80 per cent of unspecified purchases.

That is a primary move in the direction of protecting the brands established by manufacturers. Some progressive advertising clubs have already gone further than that. They have established advertising clubs among their ladies.

Some private brands are commendable. A good standard is set for them and maintained. Unhappily, too many private brands have no certain standard of quality and are governed in the main by price. Merchants speak of their individuality being expressed through private brands, but that is only true when a high standard of quality is set and maintained—something the manufacturer absolutely has to do for the life of his product.

D. H. W.

THE USE OF A FAMILY NAME

The American Piano Company secured two injunctions last week against alleged infringers upon its rights to trade names. Judge Dyer, in the United States District Court at St. Louis, granted a temporary injunction February 25 against the Knabe Bros. Company, of Cincinnati, and Stix, Baer & Fuller Dry Goods Company, of St. Louis, restraining them from advertising the "Knabe Bros." piano in such a way as to reflect upon the merits of the original Knabe piano. The advertising of the Stix, Baer & Fuller Company was commented upon in an editorial in PRINTERS' INK for February 6.

The day before, in the United States District Court at Chicago, Judge Kohlsaat handed down a decision in the case of the American Piano Company vs. Clifford C. Chickering *et al.*, restraining the latter from making or selling pianos marked "Chickering," unless it was clearly stated that they were not the product of the original Chickering Piano Manufacturing Company, of Boston.

83-76-21-17

(not a football signal)

There is one big difference between

**The Ladies' World
and Housekeeper**

"the million-power result-bringer"

and all the other publications in and near the same field—it has a larger proportion of its over-a-million circulation in the territory of easiest sales than does any other woman's magazine.

To you this means just one thing—that you will get most action, per dollar of advertising investment, by using the magazine that has its greatest circulation in the richest territory.

Eighty-three per cent. of our circulation is in the twenty-one states wherein are 76 per cent. of the retail merchants—83 per cent. of our circulation in twenty-one states—and the other 17 per cent. scattered over twenty-seven states where buying abilities are ever so much less. No waste, no lost effort in your sales work—maximum consumer-and-dealer influence.

It is a simple matter of self-preservation with us to get the circulation of The Ladies World and Housekeeper, "the million - power result - bringer," within this territory—we must get a fair net on our subscriptions or we go out of business. And so we put our efforts on the territory which is most responsive—just as you, in your saleswork, seek to pursue the line of least resistance.

If you are a keen student of facts and figures, we invite your attention to Exhibit A—which travels alone or with one of our representatives, as you prefer.

WALTER W. MANNING, Advertising Director
THE McCLURE PUBLICATIONS, Inc.
McCLURE BUILDING NEW YORK

YOU have your ideal of what a trade paper in your line of business should be. You know what invaluable assistance it would give you if it contained a solution for every problem that you meet. If it told the methods that made your competitor successful, if it opened his books to you, showed you his mistakes, his triumphs.

The housewives of America are engaged in one of the most active trades of the day—housekeeping. It's a trade that's more like a marvelously accurate science.

IN making up your list can you do without the Magazine that is to these hundreds of thousands of women exactly your ideal of what a trade paper should be?

WOMAN'S HOME COMPANION



HOW THE ADVERTISING OF STYLE BOOSTS THE SALE OF MATERIALS

ADVERTISING TRIMMED HATS TO
CREATE BUSINESS FOR THE RE-
TAILER — INCREASES SALES OF
BOTH THE ADVERTISERS FINISHED
PRODUCT, AND OF MERCHANDISE
SOLD TO DEALERS ONLY, AND
MADE UP BY THEM INTO TRIMMED
MILLINERY—STYLE THE KEYNOTE

Even the most optimistic advertising man would admit that it is a pretty difficult job to advertise goods to consumers and at the same time sell to dealers the materials with which to compete with the goods advertised. Gage Brothers and Company are, in effect, selling the local milliner the advertised goods and at the same time the means with which she can substitute. The peculiar conditions which bring this about are described in this article. Further, it suggests a way whereby the manufacturer of goods which cannot be branded may bring the force of advertising to his aid.

In a recent interview, J. H. Weddell, the advertising manager of Gage Brothers & Co., said:

"The greatest problem we face is a practical method of putting an interested consumer in direct touch with a local dealer and being sure that the dealer will sell her a Gage hat.

"You can advertise a certain make of shoes, hosiery, corsets, gloves, suits, even waists and gowns direct to consumers, soliciting direct inquiries and use those inquiries in a very direct way to increase the local dealer's trade, or to add the names of new dealers to the list of customers. In these cases the product is recognizable either by well defined form or manufacturing detail covered by patent rights, or by exclusive control of manufacturing machinery; or it can be trade-marked. The retail price can be maintained or it can be sold temporarily by mail if local distribution is inadequate. In short, it can be *controlled*.

"With regard to millinery, none

of these control factors is possible. A hat may be known only by its crown tip, which is removable—no two hats may be alike. Price ranges according to season and local retail conditions. No guarantee is possible, because satisfaction rests in the individual *taste* of the buyer. These are all points, among others, that go to prevent a close-linked consumer-dealer sales policy in the wholesale millinery business.

"Just one feature remains which the millinery house can advertise and control, and it is that undefinable thing we call 'style.' Qualities of materials are always less important than style, though the materials must be good. A woman does not buy material; she buys *style*—even the woman of moderate means.

"Moreover, no matter how correct may be the style of a particular hat, the general effect on the head of the prospective customer must be pleasing and must satisfy the aesthetic sense of the



GAGE MILLINERY

GAGE HATS give the wearer that distinctive sense of correctness which comes with knowledge of possessing the right thing. To the charm of the existing fashion is added the intrinsic elegance and beauty of Gage materials. That is why Gage Hats are pictured among advanced styles in authoritative periodicals.

Ask your dealer for Gage Hats

Send two-cents for "The Gage"—a magazine of hat styles—Address, Gage Brothers & Co.,—Chicago, Dept. "A"

A PAGE OF THE MAGAZINE COPY

individual—which is about as elusive as the fourth dimension! Just because a woman likes the printed picture of a hat is no surety that she will like the same hat on her head—and good illustrations, of

course, are as near as the wholesaler can come to showing the consumer his product.

"Therefore, if a consumer is directed to a certain local dealer, or referred to several local dealers that sell Gage hats, it does not necessarily follow that she will buy the Gage hat advertised, or even a Gage hat at all, no matter how staunch her confidence in and

ally takes pride in millinery of her own make—made, very probably, of Gage merchandise. This is a strange position for a national advertiser—to sell to the same customer both the finished article and the material that when made up by the customer will be, in a sense, in competition with the advertised article!

"The greatest volume of our business is in merchandise—the materials that enter into the making of the trimmed hat. That is the principal reason why we do not single out specific dealers in Gage hats to whom consumers may be referred. We must sell millinery merchandise which calls for volume of sales—all possible dealers. If by referring a customer elsewhere we forced a dealer to lose the sale of a hat she trimmed herself, we should be working against our own coordinate interests—the sale of millinery merchandise. Just there is the dilemma, for to the dealer we are headquarters for everything in correct millinery merchandise, as well as trimmed hats.

"Thus we must advertise one thing to sell another thing,

primarily, to dealers.

"The local milliner, as a rule, wants to create a reputation for exclusiveness. In the sale of the hat she wants *her* judgment to have the customer's confidence. As often happens, she will not be able or inclined to sell any outside make, no matter how good, but she can take advantage of the good will and general publicity given to 'Gage style' by assuring this characteristic by the use of Gage materials.

"For all these reasons we must

GAGE MILLINERY



Our Entire Organization
is at your service for SPRING

Gage Millinery and
Gage Millinery Merchandise

The "Gage Hat" produced in our pattern hat workrooms, carries with it the prestige of years of highest grade workmanship and design. Our display rooms on the 5th floor, exhibiting these exquisite styles, are open to all times for the benefit of the trade. We devote the 7th floor to the display of the "Gage Tailored Hat" made in our factories, and recognized as the correct hat for informal occasions. We present also exclusively priced "Women's, Men's and Children's Hats" for street and outing wear, greatly in facilities for supplying any demand. Your inspection is always cordially invited.

Gage Untrimmed Shapes are made on exclusive blocks, Gage quality and finish. In addition we carry an extensive stock of cheaper quality and more style styles, made also in our own factories. In our establishment the trade finds latest styles in Millinery Merchandise—ribbons, laces and simple yard goods. Furrows, Gage stitch and novelties, lace, veils, ornaments, Gage frames. We are Headquarters for the millinery trade.

Write for our "Gage Supplement" newest ideas in hats and merchandise for spring trade, mailed throughout the season, and reached to dealers on request.

GAGE BROTHERS & COMPANY CHICAGO
Producers of Correct Millinery
Headquarters for all forms of Millinery Merchandise

REACHING THE MILLINER

her desire for a Gage product might be.

"The taste of the buyer with respect to the hat *on her head* is the final sales argument—regardless of make. To force the sale of a Gage hat simply because it is such would likely lose the customer to the local dealer.

"The most that can be accomplished is to persuade the consumer to make a request for a Gage hat—to give it a preference providing other conditions are favorable—for a local dealer usu-

advertise to the consumer without the conditions that will permit us to follow the consumer's inquiry through to a sale. The publicity must standardize the Gage hat, make the name Gage synonymous with style; but the sale must be left entirely to local conditions.

"The matter of style is as capricious a factor as any business man ever tried to keep pace with—especially as it concerns millinery. Modes and fashions change in a day. Solomon himself could not forecast with certainty in mid-season the prevailing style tendencies at the season's end—and besides, that matter is entirely in the hands of her excellency, the American woman. The manufacturer pleads his case—the American woman is both judge and jury.

"An uncertain time element is perhaps the biggest obstacle. An advertisement, illustrated at considerable expense—the latest thing when the advertisement is prepared—may become a back number by the time the publication is issued. Again, illustrations of trimmed hats or millinery merchandise may become passé between the time a job goes to the engraver and comes back from the printer. All printing and engraving orders necessarily are 'rush.' At the same time, nearly perfect work must be had, for the artistic and mechanical perfection of the advertisements must be relied upon to suggest style.

"It is impossible adequately to convey the subtle impression of 'style' by means of words. Therefore the wholesale millinery advertisement is largely pictorial; and the illustrations are drawings, not photographs. Here also good work in short time is imperative. The pose, the costumes, the ensemble are all important, for the hat must seem to enhance the attractiveness of the wearer; yet the details must be suggested rather than actually reproduced.

"Photographs won't do, for if the face is posed for the right lights and shades, the details of the hat will be lost, and vice versa.

"This means the employment of

an art staff which can and will turn out the highest grade work in a hurry. In order to facilitate this, we have equipped a drawing room adjoining the advertising department. All work is done within the organization by people trained in the work, who specialize in producing work the commercial value of which can not at the longest live more than a few weeks—and not infrequently the style, or the 'commercial soul' of the picture is out of date before the engraver has made the plate.

"We issue a regular trade magazine called *The Gage*. The inside form of this publication is arranged so that it may be bound separately and sent to consumers. The outside form is in a sense a catalogue of merchandise; containing articles on style, with some illustrations of trimmed hats.

"When a consumer sends for *The Gage*, her name is placed on the permanent mailing list.

"A blank is sent at reasonable intervals, asking for an expression of interest in *The Gage*. If the blank is not returned the consumer's name is dropped from the list.

"There is, of course, no possible way of checking sales consumer returns from our advertising, but we do know that it has stimulated the demand not only for Gage trimmed hats, but in a larger sense for a higher type of millinery of local design which, of course, means increased sales of Gage merchandise.

IOWA AD CLUBS PLAN FOR EXPOSITION

The Associated Advertising Clubs of Iowa are preparing to advertise Iowa to visitors at the Panama-Pacific exposition in 1915. At the third annual meeting of the association, recently held in Waterloo, the president, C. H. Weller, was authorized to appoint a publicity commission to exploit the resources of the state. The commission consists of B. F. Williams, Des Moines, chairman; O. J. Benjamin, Nevada; W. O. Coast, Iowa City; George H. Boyson, Cedar Rapids, and Paul Davis, Waterloo.

The H. W. Kastor & Co.'s Agency, St. Louis, has moved into new quarters in the Mercantile National Bank Building, occupying an entire floor.

"SHALL WE GET AN ADVERTISING MANAGER?"

IF SO WHAT SHALL HE DO AND HOW SHALL HE DO IT—WHAT SHALL BE HIS RELATIONS TO THE ADVERTISING AGENT—SUGGESTIONS OUT OF THE EXPERIENCE OF ONE CONCERN—CONSIDERATIONS FOR THE GROWING CONCERN THAT IS NEITHER VERY SMALL NOR VERY LARGE

By J. J.

As the sales and advertising appropriations of growing concerns increase questions like the following arise: Shall an advertising manager be employed? Can we keep him busy? What should he do? Will he be worth his salary? Cannot an advertising agent with our help handle the matter satisfactorily? Are we really big enough to need an advertising manager?

These are questions that must be answered by many manufacturers some time. What I have to say in the following paragraphs is to be read with the understanding that I am discussing this problem as related to the comparatively small and growing concern.

As the writer felt the need of advising in such a case and preferred to quote authorities rather than give his individual opinion, he did considerable investigating.

Not finding in his investigation any special article devoted to the subject, the matter compiled and the conclusions reached may prove of interest, if not of help, to concerns having the same questions to answer.

It may not be wise for any manufacturer to follow in its entirety this rough outline. Nevertheless it includes many ideas that might well form the basis of the organization of an advertising department in some of our smaller manufacturing concerns, i. e.: those of which the advertising expenditures have not yet reached the enormous sums expended by some national advertisers. For in these larger concerns things would have to be done on

a much more comprehensive scale, and would require the help of not only an advertising manager and an assistant, but, perhaps, of a score or more assistants and clerks.

It should be noted, however, that this article embodies ideas and plans considered good by more than one manufacturing concern, advertising agency, and advertising manager. It consists chiefly of what seemed to the writer to be the best ideas in several books, articles, and items bearing on this subject, and selected with regard to the smaller concerns and the type usually getting along without the services of an advertising manager, but which could more profitably handle their advertising with the help of a properly organized advertising department.

Of course, in the case under consideration, it is to be assumed, as was the fact, that the manufacturer is advertising extensively enough to warrant the use of either an advertising agent or advertising manager, or both, for the annual expenditure was upwards of \$15,000.

First of all, it would seem from the evidence, that an advertising agent, at least, should be employed because national mediums were to be used as well as trade and technical papers or publications. And the advertising agent, of the right sort, has at his command reliable data for his guidance in selecting mediums, and has expert copywriters and designers of illustrations who can render a service much broader than any single advertising man.

Granting this much, let us decide whether, in addition, an advertising manager should be employed, before we consider his functions.

From an interview published as an advertisement by Calkins & Holden, the advertising agents, the following is quoted:

If I employ your agency should I discharge my advertising manager and employ a low-salaried man in his place to look after details?

No, a man to look after details would not do. You need your individual advertising manager. Because

FOND HOPES DASHED

“**W**E shall now advertise, \$20,000 worth. Go ahead. I'm sailing for Europe,” said the president of a manufacturing company the other day. During three months we had participated with him and his agent in planning this advertising, and all felt that a very well-conceived campaign had been laid out. There was every reason why the firm should advertise. But we refused to sanction a start until one thing was done. We insisted upon conferring with the men who were to take the helm while the president was abroad.

Why?

Because we wanted to be sure that everything was clearly understood before the Rubicon—or the Atlantic—was crossed. This was fortunate. For then, and only then, was it disclosed that the sales manager had seriously cut out for his salesmen the trifling task of doubling the sales during 1913, solely on the strength of the advertising.

When it was put down on paper, it looked rather ridiculous:

Advertising expenditure, . . . \$20,000.

Anticipated increase in business, \$300,000.

We finally convinced them that an increase of forty per cent. in sales for the first year would be an entirely satisfactory maximum.

We consider it part of our censorship duty to check extravagance in anticipations as well as in expenditure.

Otherwise, we should hardly have the permanent clients that we have today.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE PHILADELPHIA

A SERIES OF QUESTIONS CONCERNING THE CHALLENGE THAT "ADVERTISING SPACE IS SELDOM BOUGHT WITH SUFFICIENT DISCRIMINATION"

1. Is the magazine an established institution?
2. Does it fill a real need, or is it merely a money-making enterprise?
3. Who are the publishers? What is their aim?
4. Who are the readers? Why do they subscribe? What do they pay?
5. What kinds of advertising in the magazine are profitable?
6. What is the rate, and how much circulation does the rate buy?

NOTE: This advertisement embodies the first announcement of a slight adjustment in rate, effective March 6.

6. What is the rate and how much circulation does the rate buy?

The rate is \$70 per page flat; half and quarter pages pro rata. This buys a circulation today of 33,000 (a growth of 19% in the last year). Two-thirds of this is full paid, home subscription circulation—the balance news-stand sales without return privilege. There is no waste.

High quality and purchasing power have always characterized THE ATLANTIC MONTHLY readers. Subscription lists of important cities are on file and will be submitted to those interested.

THE ATLANTIC MONTHLY

Walter C. Kimball, Inc.

Advertising Managers

Nelson J. Peabody, Western Mgr.
14 W. Washington St.
Chicago

Paul W. Minnick, Eastern Mgr.
1 Madison Avenue
New York

he should know your goods and your business better than any advertising agency ever can. You need him because he is able to keep his fingers on the pulse of your business as no agency ever can. Keep him there.

This is good logic from an agency that knew that retaining the high-priced advertising manager might mean less money to spend for advertising and less commission for the agencies.

An article in **PRINTERS' INK** refers to an agency that admired the strong copy sent in by a client and offered the writer of the advertisements a position with the agency, writing copy for others. The offer was courteously declined and the copywriter took occasion to explain that he did not think he could write the admired style of copy for any advertiser except the one with which he worked. The little things that he wrote about—the ideas of which he based his pleasing arguments—were things that were picked up in his close contact with the business.

James Wallen says:

I believe that a copywriter should be allowed to get next to the workings of a big business, not as they are expressed on paper or told in tradition, but as they are to be seen working in the factory and the salesroom.

What he writes on stated time at his desk may create a passive interest, but what he writes on the return to his desk from the arena of industry will not only engage the reader, but will sell the goods.

As a final reason why an advertising manager is needed, even where an agency is employed, we have the following from Truman A. DeWeese, advertising director of the Shredded Wheat Company, who says in **PRINTERS' INK**:

A national advertiser cannot hope to get adequate returns from an advertising appropriation except through an advertising director, who is directly connected with the business, who is in touch with its sales organization, who is in the atmosphere of the manufacturing end of the business and who has brains enough and character enough to co-operate with the advertising agency in such a way as to make the advertising effective and profitable. Needless to say, this advertising director should evolve the selling arguments behind the product and should mark out "the line of appeal" to the consumer. He should write the advertising—not "copy"—any literary fellow can write "copy." If he does not

write the advertising, he should know enough about his own product and the selling arguments behind it to know when the advertising has salesmanship in it.

And how would it be possible to follow the sound advice of Frank H. Rowe, former advertising manager of the Russell Motor Co., if a firm has not its own advertising manager? Here is what he says in **PRINTERS' INK**:

Get your advertising man and fairly steep him in the spirit of your business. Enthuse him, take him into your confidence, show him how the business has grown and why. Make him feel that he has become one of the family, so to speak, and show him from the first that you know he cannot help being enthusiastic. Let him see the goods made until he can follow every process with his eyes shut. Then let him see the goods used and get the opinions of those who use them. It's astonishing, sometimes, how much the users know that the makers never suspected. Their opinions are invaluable. They often lead to a betterment of the product, and, when the product is all right, arm the advertising man with more power than he could get from his imagination if he worked it overtime.

Assuming that the evidence proves the value and need of having an advertising manager "on the job," let us take up his "functions."

RELATIONS WITH ADVERTISING AGENT

It may not be wise to allow an advertising manager, during his first year, absolute control of the advertising appropriation.

He should, however, be the man with whom the advertising agency must deal. Otherwise he cannot get the best co-operation from the agent. But if he does not handle the advertising agent, he should, at least, be one of the committee which does. The success of the advertising manager's work depends upon the quality of the agent's work. Therefore he will get the best he possibly can out of the agent. As the advertising manager is responsible for results the agent should be responsible to the advertising manager.

If possible, and there is not a preponderance of reasons why a particular agent should otherwise have the business, it should be placed with an agent who will not handle any competing account.

Advertising copy and designs, as also the mediums used, should be determined by past experience, and by a combination of the judgment of the executives' salesmen, the advertising agent, the advertising manager, and the record of previous results.

Whether the firm which employs the advertising manager has had an advertising department will affect conditions. He should find out what is expected of him and his department, have it written out and approved, and then plan that it may be accomplished.

He should study thoroughly all that has been done by the firm in an advertising way, in order to see whether old plans should be continued, modified, or done away with.

The advertising manager should be installed in a real advertising department, not merely a desk and a corner. It may well be a division or section of the office or plant where all work directly pertaining to advertising and follow-up can be centered, and where there will be peace and quiet enough to allow clear thinking. Here, in such a section, within easy reach, would be all the tools of the advertising department, such as prospect lists, mediums used, or those under consideration, follow-up, cuts, correspondence and records.

All valuable information and facts regarding the advertising department and its work could well be kept, not in the advertising manager's head, or littered about his desk, but on easily comprehended records, accessible to his superiors, and in a form that is usable by an assistant.

All detail work should be highly organized. First, in order that detail work may run simply, mechanically, and smoothly; second, because once details are systematized, the advertising manager would be free for the big things requiring high-grade service.

There ought to be in the advertising department at least one assistant to handle detail work and prepare for the bigger things and more important work as the department grows.

The advertising manager ought to be relieved of most of the responsibility connected with the follow-up on prospects secured through advertising. He would, of course, advise how the work should be done, and prepare the necessary matter. However, conditions would determine the responsibility of the advertising manager or the sales manager in connection with the follow-up. But remember, that the less detail work the advertising manager has, the more original and order-producing work he can do.

It will be necessary that a mailing list be created and maintained in such a way that a complete history of all work done on the prospects, and the origin of all inquiries, would show on the cards. As it is not possible to trace the source of an inquiry from the inquiry itself, means will have to be devised for learning its source.

The wise advertising manager will keep a record showing the total cost of advertising in each medium, and by each method of advertising, and the profit or loss on each, so they may be continued or cancelled as they merit.

RELATION TO THE FIRM

The advertising manager is given an interest, financially, in some firms. If a man is competent to be a real advertising manager, he will be able to advise on other matters, because the most important business of the concern is to sell—and advertising is selling. It has been suggested that if he cannot own stock, he at least might be the proxy of a big stockholder or of several smaller ones. How much power he shall be given must depend upon the man himself. It is true that some such interest tends to increase his responsibility, and make him more careful and considerate in his expenditures and plans, and consequently a more valuable man to the firm employing him.

To promote economy of time and energy, the desk of the advertising manager could well hold all the records he will have occasion to use, such as follow-up

Are They Enthusiastic?

YOU advertisers understand the importance of the quantity, quality, distribution and buying power of circulation—

Of course you weigh all those elements before deciding in which papers you will buy space.

But—have you ever considered the *enthusiasm* of a paper's circulation—

That is, the *mental* attitude of the readers toward the paper you advertise in?

Are they *enthusiastic* about it? Do they read it eagerly—with great interest? Do they feel that it is a part of their lives, a tool they can't do without?

If so, if they are *really* enthusiastic, then they constitute a circulation inestimably more valuable than if they were simply "quality, quantity and buying power." Because *half* your battle—the "attracting attention" and "arousing interest" parts—are already won. And you as an advertiser know the immense importance of that half of the advertising "battle."

THE five great quality circulation engineering weeklies of the Hill Publishing Co. are:



The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 20,500.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 26,500.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 34,500.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 11,000.

We want to show you something new in the way of enthusiasm that has happened to

COAL AGE

Drop us a line and we will send you an interesting circular entitled "The Cash Value of Enthusiasm."

It opens up a new idea—a new line of analysis—of circulation.

And please take note that the "Quantity Circulation" of *Coal Age* has reached 11,000—by far the largest circulation of any coal paper ever published.

Ask for that circular now—while you're thinking of it.

Hill Publishing Co.

505 Pearl Street

New York City

copy, daily reminder files, correspondence with different mediums, records of advertising results, etc. The advertising department will, of course, have files, cabinets, etc., designed to simplify the keeping of records.

Advertising mediums used and facts concerning them, space used, the insertions, inquiries, the sales, and the cost of each are some of the records to be kept.

Direct-by-mail work may be listed on cards giving cost of printing, postage, etc., also replies to letters and sales resulting directly therefrom, in short, showing at a glance what is worth while. There should be prospect lists, each containing a digest of inquiries received from a particular salesman's territory. A copy of each ought to be sent to each salesman concerned for a report to be made by him. The advertising department ought to keep a record of the lists to see that they are attended to, and have it followed up after hearing from the salesman. A duplicate file of all printed matter used, also a duplicate file containing all periodical advertisements run, will be useful.

A systematically arranged cut file, another for original sketches, drawings, or photographs from which cuts are made, and a system for keeping track of these when they are sent out to publishers or engravers will prove their desirability.

Where a house has several products and has advertised but one or two of them means will probably be devised to help the salesmen push the other products. It is probable that the firm will wish to do some direct-by-mail advertising for all lines which pay enough profit to offset the advertising expenditure.

This might lead to a house-organ devoted exclusively to the manufacturer's business.

The advertising manager should keep in close communication with salesmen, and see that they are well informed regarding his advertising plans. An alert manager will secure from the sales-

men reports as to their troubles and co-operate with the men in overcoming the obstacles.

Salesmen when reporting on prospects can designate the kind of printed matter best suited to the prospect's needs.

THE ADVERTISING MANAGER AND THE SALESMEN

At least once a year it may be profitable to hold a general conference of the executives, salesmen, and the advertising manager. This conference ought to include a discussion of advertising and selling plans for the coming year. A stenographic report of the conference should be kept for reference.

It is advisable that a copy of every advertisement go to every salesman for his criticism for two reasons: First, the criticism helps the advertising manager, and second, the critical reading of advertisements impresses on salesmen printed arguments made for the products they sell.

The need of confidential relations between the salesmen and the advertising manager, as both are aiming at the same thing—sales—is obvious.

When a salesman is going to visit a certain city, the wide-awake advertising manager will circularize all good prospects in that city, and send the salesman a card record of each prospect circularized. This card gives the salesman needed data, and his notes when the card is returned supply most valuable information for the advertising department's follow-up.

Occasionally the advertising manager should do some personal selling, or accompany one of the salesmen on calls; he would acquire information that would be of great value to him in his direct advertising, and in the advertising designed to be of immediate help to the salesman.

No good advertising manager is merely a desk man, even if he does write copy. He gets out as frequently as possible, for sometimes his best ideas will come to him when he's farthest removed from his desk.

This is a rather comprehensive programme or set of rules for an advertising manager and his employer. It would, of course, require in most cases amendments that reduce or increase the obligations of both the employer and the employee. Yet it will prove a practical guide to many new national advertisers, or those who have relied wholly on their sales organization and advertising agency.

The chief merit of this information lies in the fact that it is proving practical in the concern for which the programme was arranged—and by which it was adopted practically in its entirety.

NEW AGENCY AT ST. JOSEPH, MO.

The Snyder-Worden Advertising Company has opened its office in St. Joseph, Mo. The members of the firm are G. E. Snyder, formerly with *Profitable Farming*, and F. V. Worden, formerly with the Noyes Norman Shoe Company.

F. J. Liesmann, late of the art department of the D'Arcy Agency, St. Louis, is now in the art department of the Chappelow Agency.

SEITZ ON ADVERTISERS' INFLUENCE

The relation of the advertiser to the newspaper was discussed by Don C. Seitz, business manager of the *New York World*, at a meeting of the Municipal Club of Brooklyn, held at the Hotel Lafayette, New York, on February 25.

Mr. Seitz said the editorial policy of the newspaper should in no way concern the advertiser using the columns of that newspaper, as only a fearless policy, combined with the prompt and accurate publication of news could secure the large circulation that made a newspaper a desirable advertising medium.

Oscar G. Villard, of the *New York Evening Post*, whose theme was the influence of newspapers through their editorial columns, told incidents from his experience of how advertisers had entered into a boycott of particular newspapers because these publications were advocating measures which the advertisers regarded as detrimental to their financial interests.

WAKEFIELD BECOMES ARBUCKLE'S WESTERN MANAGER

Antonio Wakefield, formerly Western sales manager at Chicago for the H. O. Wilbur Company, of Philadelphia, is now acting in the same capacity for Arbuckle Brothers, of New York.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

THE SMALL NEWSPAPER AD THAT DOMINATES

HOW SOME ADVERTISERS ARE SKILFULLY MAKING THE MOST OF THEIR SMALL-SPACE CHANCES—SUGGESTED ARRANGEMENTS THAT WILL CATCH AND HOLD THE READER'S EYE

By Gilbert P. Farrar.

Advertisers of late have begun to show that the small newspaper ad has many possibilities of development. As a matter of fact, many of the small ads I have observed in the past year have shown far more skill in the display of copy than have the larger ones.

This was not always true. Time was when the large ad, because it called for a larger investment of money, absorbed most of the skilful thought which the agency or the advertiser could give it.

The small ad was small, and therefore seemed to call for a negligible amount of attention.

You could watch the newspapers for a month at a time and discover none of the many small-space advertisers who showed a spark of ambition to make their small space serve to its utmost. The spirit seemed to be, "Oh, what can you do in such a limited area? I will print my name in big type and somebody will see it. What chance have I, anyway, against the big fellows who are crowding all over the page?"

But at last the user of small space, whether for reasons of economy or what not, has yielded to the intensive spirit of the times. He wants to make the most of what he has, like the man with a small garden who has been taught to make it produce a wonderful yield under intensive cultivation.

Within the past three weeks I have seen small ads used by general advertisers in the

papers of my home city which have, by their very inherent energy, captured the wandering eye and held it against appeal of many of their larger but more awkward neighbors.

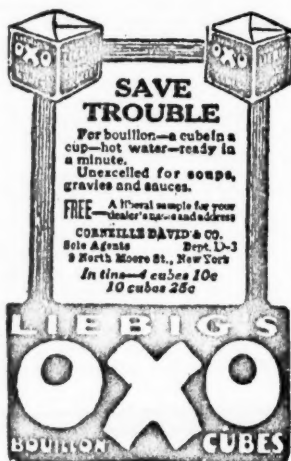


FIG. 2—A GOOD USE OF A THREE-INCH SPACE

In this article I shall endeavor to make a few suggestions that will help the user of small space to render it more profitable.

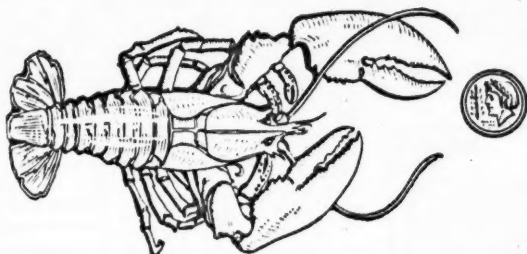
If you cannot get an effective display in type and rules (and there are more effective arrangements of type and rules than many advertisers ever dreamed of), you can always get a striking display with some intelligent art work.

"Yes, but the ad does not cost enough to spend any money on art," says the advertiser.

Probably true. But if ten dollars' worth of art will make twice as many more people see a ten-dollar ad, take less advertising and make the ad sure of at least a reading.



FIG. 1—WILL STAND OUT



a fool and his money

George

Barr

McCutcheon.

He wrote Graustark;

—the most popular
novel of its time.

He wrote Beverly of Graustark;

—people are still talking
about it.

He wrote Jane Cable;

—another hit!

"When McCutcheon
writes his best type of story
bring it to us," commanded
the editor of the Associated
Sunday Magazines.

So we have his new one;—
his best one;

—"A Fool and His
Money."

It's a story that will make
people want to sit up o'
nights to read it.

"A Fool and His
Money" makes its first ap-
pearance in the March 16th
issue of the Associated Sun-
day Magazines.

It will appear every week
for nine weeks;

—going with the Asso-
ciated Sunday Magazines
into 1,400,000+ homes.

Remember: each and
every week.

The Associated Sunday Magazines

Issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post



Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

1 Madison Avenue, New York Record-Herald Bldg., Chicago



FIG. 3—A SUGGESTION THAT CAN BE MADE TO SERVE TWO PURPOSES

Display is the first and greatest principle of the small ad. The smaller the ad, the more attention should be given to methods for making the ad demand the right kind of attention.

Often a nicely worded ad of real value to the public will be so plain and conservative that only those who have more time than purchasing power will see it.

The dominating small ad must radiate striking and characteristic qualities. Large advertisers realize this more thoroughly than the retail merchant.

For an effective newspaper ad, the Sani-Flush ad (Fig. 1) is a good piece of work.

(Size, four-inch, single-column.) Of course, it is a double circle and an old idea, but it will stop a newspaper reader. The effectiveness of the Sani-Flush ad is not due mainly to



FIG. 4 — COURAGEOUS USE OF WHITE SPACE IN SMALL AD

the circle. The black edges beyond the circle produce in a way two round spots of "cool" air on the crowded newspaper page.

The Oxo ad (Fig. 2) is quite an effective display. (Three-inch, single-column.) "Yes, but the art work cost money on this ad," someone says. So it does. This design can, however, be almost duplicated in type and rules. See Fig. 3, a suggestion for a three-inch, single-column treatment. A display like Fig. 3 could be used by any advertiser using small space, and the top copy changed every now and then, while the lower panel could always remain the same. This would have the double effect of cumulative value and new copy.

The Pearline ad (Fig. 4) is hard to beat—it is almost startlingly simple.

The design could be put into type without the use of art work



FIG. 5 SUGGESTED AS A SMALL-SPACE ATTENTION-GETTER

A double six-point rule could be placed where the hosiery is shown in the Pearline ad and the story told in the same relative space as this ad now uses for the reading matter. It appeared as a single-column, three and one-quarter inches.

In Fig. 5 I suggest a display for a two-inch, single-column ad. This display can be made up by any printing office with the material on hand. And it will get attention because it is "different."

Fig. 6 is an ordinary newspaper ad. It is four inches of dull-

ness. The layout (Fig. 7) is a suggestion for making this ad hard to miss. Fig. 7 is not any more expensive to the advertiser, but it makes the name of the article stick out like a lone tree on a hill.

Some critics take exception to such small changes. However, it is a noticeable fact that the difference between a strong ad and a weak ad is usually some small feature. And the live printer or engraver can usually



into striking form, if you know what you are trying to do.

The Bass Ale ad (Fig. 8) is strong without having a freak design. It appeared as single-column, three and five-eighths inches. The name of the goods could hardly be missed. Many inexperienced advertisers would stren-



FIG. 10 THIS HAS, AT LEAST, THE MERIT OF GOOD INTENTION

uously object to "wasting" that much space for two words. But why should they? Doesn't the ad get attention of the proper kind? And isn't favorable attention worth the price of a few more lines of space or a few less lines of "gray argument"?

So much for square designs. The idea of diagonal rule designs, similar to the Resinol ad (Fig. 9)—a four-and-one-half-inch display—can be used to wonderful advantage in many small newspaper ads.

The slant of the rules or lines, being so different from all the customary square designs, will cause the eye of the reader to fall on the ad almost immediately. The unwary eye of the reader is drawn by the departure from the conventional square and is attracted by the ad's individuality.

The ad that is different is the ad that wins in small space. And there are many ways for making the ad different without conveying the wrong impression.

Even though the idea is old, (and most of the good ideas are ancient in basic principle), if it has distinctiveness try it!

The arrow has shown signs of weariness of late, but perhaps the Welsbach ad should not be ignored for this reason. It is four-inch, double-column copy. The idea, the display and the plan of the Welsbach ad (Fig. 10) is better than much recent "arrow copy." It may prove suggestive, if one *must* use the arrow idea.

Any advertiser who is not ready to use large space can adapt any idea shown in connection with this article, and, in its adaptation and working out with new copy, the ad would almost surely win more attention than any other space of the same size on the average newspaper page.

WINNINGHAM TO MANAGE HUDSON SALES

C. C. Winningham, who has been advertising manager of the Hudson Motor Car Company for some time, has had his duties extended to include the general management of sales. The change is a result of the resignation of E. H. Broadwell as vice-president of the company.

In remarking on the change, *Automobile Topics* has this to say:

"In the advancement of C. C. Winningham to the post of entire responsibility for the entire sales department, is afforded one of the comparatively rare instances of the advertising department dominating and ultimately taking over the sales department. Winningham came to the Hudson Company as advertising manager, from the copy department of Lord & Thomas, advertising agents. His campaigns giving fame, first, to Howard E. Coffin, and, subsequently, to the Hudson Company's '48 engineers,' are among the best-known activities. He sees business problems from an impersonal view-point, and is inflexible in carrying out what he conceives to be a correct course. These qualities have at times created strains in the Hudson internal organization, but so vigorously has he contended for his policies and so great has been the confidence reposed in him by the higher officials of the company, that his progress has been uninterrupted. Now that he has been given charge of the selling, he will have opportunity to demonstrate the full measure of his abilities."

OLD-TIME BOOKS ARE BIG SELLERS

It is expected that the publication of a million copies of "Ben Hur" by Sears, Roebuck & Co., of Chicago, will be followed by the printing of other copyrighted books for popular sale.



Who cannot recall some striking old tree on a country road or perhaps a unique monument on a busy corner, either one a never to be forgotten landmark?

Every person who passes this corner knows it is there (even the blind are told about it.) Furthermore its very image is indelibly impressed upon the

minds of the people through constantly seeing it.

And this is the secret of the great force of Outdoor Advertising. A Painted Bulletin stands on a busy corner as faithfully as the old tree or any other permanent object stands on the country road.

People walk, ride and drive in front of it every day in the year. It also grows to be a landmark and the name of the product it advertises becomes just as familiar to the masses as the name of a street printed on the corner of a building.

Or perhaps the advertiser's trade-mark or package is featur-

ed in natural colors. The public becomes as thoroughly acquainted with the form and colors of these as they do with the old tree or anything else seen repeatedly every day.

"But," you may ask, "is familiarizing a firm name or product the sole object of advertising?" No, but it is the most important function of publicity especially on articles of general consumption.

The best known brand is usually the one asked for. It is only human nature to believe the best known product is the best to buy and use.

The "best" and the "best-known" seem to be inseparably

connected—one presupposes the other.

Then again, the better acquainted people become with an article or name through the bulletin the more apt is the eye to alight upon it in other advertising matter.

Outdoor Advertising has made products more familiar to the American people in the last score of years than many names of persons and objects carried down in history through the ages.

We can furnish you an estimate for a Painted display in any or every city in the country.

CHICAGO

Wm. Cusack Company

NEW YORK

SALES DEPARTMENT

Out-Door Advertising Association

"NATIONAL ADVERTISING ON TRIAL IN KELLOGG SUIT"

THE EXISTENCE OF THE CONDITIONS THAT MAKE SUCCESSFUL CAMPAIGNS POSSIBLE IN DANGER—PRICE MAINTENANCE FAR FROM BEING "PRICE FIXING"—WHY THE DEVELOPMENT OF THE "NEW COMMERCE" IS FOR THE CONSUMERS' INTEREST

By R. O. Eastman,
of the Kellogg Toasted Corn Flake Company.

The thing really on trial in the Government suit against the Kellogg Toasted Corn Flake Company to prevent price maintenance is not the mere question whether the manufacturer has the right to fix the selling price on his products, but whether national advertising shall be accepted and recognized as a selling force; whether an advertised trade-mark can be a stable asset for a manufacturer, or whether it is to be pronounced by the Federal courts free and lawful prize for trade pirates; and, incidentally, whether it is legal for the manufacturer, who has committed the offense of creating a national reputation for his brand and a national distribution for his product, through advertising, to protect his business from attacks by those forces which, if given free rein, would condemn it to ultimate and certain annihilation.

It is a broad and startling statement to say that the thing on trial in the Kellogg suit is the recognition of national advertising, and one which, if it can be proven, should cause the entire advertising world to regard this unique litigation with the keenest apprehension.

It can be proven.

Bear in mind, first of all, this important distinction:

"Price fixing" by a monopoly is an entirely different thing from price maintenance in a competitive field by the owner of a nationally advertised brand.

In the Kellogg suit it is not

"price fixing," but *price maintenance*, that is to be considered.

Price maintenance is a measure adopted by the owner of a nationally established brand to preclude price-cutting, primarily; and to establish a single, definite, retail selling price on his product, one which will assure equitable compensation to every dealer and a stable, non-fluctuating market for the manufacturer. In his own interests the manufacturer must establish the price low enough to the consumer to provide the largest possible volume of sales at the smallest consistent profit.

Active and even potential competition will preclude his maintaining an exorbitant price.

"Price fixing" by a monopoly, on the other hand, is usually preceded by price cutting in order to destroy competition, and indeed the real danger in price fixing by a monopoly is not that of fixing the price at an exorbitant figure but rather that of fixing the price so low in *localities where conditions require it* as to drive legitimate competitors out of business.

With this distinction made clear, let us see how it is that the question of the right of the manufacturer of a nationally advertised brand to protect his price involves the question of a recognition of national advertising as a legitimate selling factor.

A VITAL QUESTION OF TO-DAY

Twenty or thirty years ago this question could not have come up for the reason that twenty or thirty years ago the old order of merchandising had not yet been departed from. The channels of trade followed the same course that they had in the days of the Phœnicians and the tide of commerce had not yet overflowed the banks. There were the maker, the merchant and the buyer, each restricted in his operations to his own definite sphere of trade. When the maker sold his goods to the merchant the transaction was ended. The goods had passed out of his hands and he had no further interest in them. They

were no longer *his* goods. There was no longer any reason why he should interest himself in their further progress through the channels of trade.

It is the natural prerogative of the seller to fix the price, and when the manufacturer sold the goods to the merchant he named the price he expected to receive for them. The merchant then owned the goods and he sold them, and when he sold them it was his prerogative to name the price. Each factor gave to the other an absolute title to the goods; there were no restrictions, no conditions, no obligations. In the very nature of things there were no guarantees. Each factor sold the goods for all he could get and the doctrine of *caveat emptor*—"Let the buyer beware"—applied to each transaction.

It is within the past few years, with their wonderful progress in the facilities for manufacture, transportation and communication—the unparalleled development of power and machinery, railroads, printing and publishing—that a new selling force sufficiently powerful to divert the tide of commerce into new and distinctive courses has made its appearance. This force is national advertising, and it is the recognition of this modern selling factor and of the new and sharply defined channels of trade which it has established, that the advertising world to-day must seek at the hands of the legislators and courts of this country. It is this, I contend, that is involved primarily in the Kellogg suit with the Government—one of the most vital issues that has confronted advertisers since advertising became a business.

For national advertising has bridged the gap between the producer and the consumer and the national advertiser to-day in actuality—not merely in effect—sells his goods by means of the printed message direct to the consumer, and as the *seller* of the goods he has and must have the natural prerogative of establishing the price.

A new order of things in the commercial world has been established—a new property right has been discovered. Rights which under the name of "trade-marks" or "good will" are inventoried throughout the country at hundreds of millions of dollars. Rights which under the trade-mark laws are recognized and protected but which are not recognized or considered under the laws that apply to unfair trading.

HOW THE CONSUMER IS THE DISTRIBUTOR

A manufacturer of an advertised brand to-day goes direct with his selling message to the consumer. To identify his goods he distinguishes his package with his own name or trade-mark. The goods are bought on the strength of his reputation, under his name, and under his guarantee. In every essential feature he is the *seller* of the goods. The dealer who handles the goods and passes them out over his counter to the consumer is not in this transaction a merchant, but a distributor. Nor does he lose caste by this distinction, for while the occupation requires less cunning, it demands an infinitely superior merchandising talent—as superior, in fact, as competition in quality and in service is superior to mere competition in price. A glance at the class of stores which handle advertised goods and a comparison with the "bargain centers" which are stocked with unknown goods of unknown values is sufficient to prove this point beyond the possibility of dispute.

We have proven in this explanation the right of the manufacturer of an advertised brand to name the selling price. Let us now consider the vital necessity for exercising that right. It is in the conflict between the old order of salesmanship and the new that the demand for the protection of the advertised brand becomes apparent. A vast bulk of the nation's commerce is still in unbranded goods, goods of unknown origin and of unknown or fluctuating value. These com-

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modities are largely bought by the merchant at his own risk and sold according to the time-honored practice, "for all they will bring." The doctrine of *caveat emptor*, though not as popular as in the days before nationally advertised products, still applies to a large proportion of the country's merchandising. The dealer, therefore, who refuses to recognize the advertising manufacturer's right to establish the price on his product and insists on fixing his own price—usually a cut price—does so with the intent of sacrificing his share in the new commerce in known goods at known values, for the benefit of his business in the old commerce, consisting in *unknown goods of unknown values*.

In simpler terms, he deliberately cuts the price on an article of established value, the worth of which is known to the consumer because of the manufacturer's national advertising, in order to give the impression that the goods in his store of unknown or fluctuating values are sold equally as cheap. This is a sheer impossibility, for in many cases, as with Kellogg's Toasted Corn Flakes, when the dealer cuts the price *at all*, he sacrifices his profit and even a portion of the cost. Common sense alone will indicate that he is not doing this through any wild, inordinate affection for the consumer, and that the sacrifice which he makes on the advertised brand must be made up elsewhere by means of an excessive profit on goods whose value is not so well established.

FALLACY OF GOVERNMENT'S POSITION

The Government, in the Kellogg suit, seems to contend that the cutting of the price will operate to the benefit of the public through decreasing the cost of the goods to the consumer; but if, as is clearly shown, the cut price on the advertised brand is made up elsewhere through an excessive profit on unadvertised goods, *where* does the public gain? The individual purchaser of the cut-price article may profit



A rare, rich melon

is in store for live advertisers who recognize Miss Opportunity, as she trips along the "Gay White-Space Way" of Adtown. Many miss her because she wears no "exaggerated complexion" and even a modified hobble skirt is too much impediment for her speed limit.

On March 17, 18 and 19, El Paso, the "Chicago of Texas," will act as host to the

Texas Live Stock Association

Two thousand Texas Cattle raisers will meet here in annual convention. These owners of heifers also own hefty bank accounts with needs and "spendish position" to match.

You can address this exceptional audience *without extra cost* through the

El Paso Herald

As the leading paper in the 1200-mile-diameter trade empire of El Paso, the EL PASO HERALD is going to live up to its reputation for enterprise and thoroughness.

It will be the Herald of the Convention, and thereby for that week the Herald of the State that leads the world in cattle breeding.

All of which is "all velvet" to space buyers in the EL PASO HERALD. As usual it will give them the entree to the dealers in this territory as well as to the consumers.

And such consumers!

This 40,000 town buys more goods than cities three times as large.

Because the ranchers and miners and cattle raisers in the adjoining counties within 600 miles get their supplies from El Paso, either directly or indirectly.

At 4c per line, or 50c per inch flat, the EL PASO HERALD doesn't need to do much "pleading."

Daily circulation exceeds 15,000 copies average—and will be much higher during convention week.

THE EL PASO HERALD

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

for the moment if he buys that article alone, but the public, that vast composite of individuals, will pay the freight before the day is over.

Now, what is the effect as regards that manufacturer's transactions and dealings with the public? If one dealer in a town cuts the price on his articles to cost or below, it is inevitable that other dealers will do the same, and eventually the market is brought to a no-profit level. Experience has proven that it is virtually impossible to re-establish the original price on an advertised product when a cut price has once been established in any market. The manufacturer then faces two alternatives: one of seeing his goods gradually forced off the market, the other of reducing the price to the dealer and taking his chances on a repetition of the same programme. If he reduces his price and gets less for his goods, he must give less and the public, in exchange for the temporary gain in cut price—a gain which was paid for the same day in its other purchases—gets for its pay a reduction of the standard of the goods. If the manufacturer chooses to see his goods forced off the market rather than reduce the price and the quality, his market will gradually become more and more restricted, his sales will diminish, while his fixed manufacturing costs will remain the same until, as in the other alternative, he is eventually compelled to either increase the price, which is usually impossible, or decrease the quality. In either event, when he reaches this extremity, he is on the broad road to the Slough of Despond and the Valley of Destruction, and he has the price-cutter to thank for it.

This is not mere theory. One need go no further than Battle Creek to see dozens of food factories, many of which at one time produced excellent products, now lying idle in mute testimonial to the inevitable results of ruinous competition in price.

The unique thing about the Government attack on the pro-

tested price question in the Kellogg suit is that the protected price system is devised and maintained for identically the same purposes as those for which the Sherman Act itself is devised—to protect small business from destruction by unfair competition. The department of justice apparently forgets that it is *price cutting*, rather than "price fixing," in which such unfair competition invariably has its beginning. Through price protection Kellogg and other manufacturers, who employ this plan, endeavor to take out of the hands of the mail-order houses, chain stores, department stores and such large combinations of capital, the keen weapon of ruinous price cutting on advertised articles with which they wage war against the small merchant. In other words, the price-maintenance plan is devised and maintained for the purpose of placing the largest mercantile interests on exactly the same footing with the smallest dealer so far as their transactions in that manufacturer's brand are concerned.

It is an equally peculiar fact that the Government seeks in this price-maintenance suit to restrain Kellogg and other manufacturers from doing the very things that it demands, by most vigorous legislation, on the part of the railroads, express companies, and insurance companies—practices which the Government itself even carries out to the letter in its own business when it announces that "price cutting on postage stamps is a crime punishable by imprisonment."

DECIDE TO SUSPEND "UNCLE REMUS"

The principal stockholders of the Sunny South Publishing Company have decided to allow a receivership and to suspend the publication of *Uncle Remus's Magazine*.

With the exception of the president, F. Fayram, those interested financially in the magazine were bankers, and they did not care to spend more money in the development of the magazine.

It is stated that the loss for the first year, 1907 and 1908, was \$47,000. The financial showing for the succeeding years has not been indicated.

Pictorial Review

Circulation *now* close to 900,000 copies per month

PICTORIAL REVIEW
THE PICTORIAL REVIEW BUILDING
NEW YORK

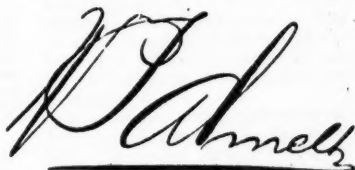
PRESIDENT'S OFFICE

February Twenty-eight, 1913.

Dear Mr. Block:-

Do you know that the April Issue of PICTORIAL REVIEW will run over 850,000 copies, and that May will no doubt be close to 900,000? If Advertisers are interested in getting some extra circulation without cost, here is their chance.

Very cordially yours,



PRESIDENT.

Here is a *real* chance to get about 200,000 extra circulation over and above the 700,000 which is guaranteed.

The old 700,000 rate is still in effect. The May issue will close on March 8th.

Paul Block Inc.

Chicago

NEW YORK

Boston

The best way for you to find out why McClure's Magazine has one hundred thousand larger sale on the news stands than a year ago is for you to read the magazine—and compare the 15 Special Features with any other magazine published.

The advertising rate is based on 450,000 average monthly guaranteed. The April edition is 550,000—the largest edition in McClure's history

Spencer H. Macunning

Advertising Director.

The McClure Publications, Inc.
McClure Building, New York

Closing date March 15th
for May McClure's

HOW ADVERTISING INCREASES VALUE OF EMPLOYEES

A MOST VALUABLE BY-PRODUCT IS A HEIGHTENED ESPRIT DE CORPS—THE SLUGGISHNESS OF SPIRIT THAT OFTEN EXISTS AMONG THE WORKERS IN A NON-ADVERTISING HOUSE

By Philip W. Lennen,

Sales and Advertising Manager, The Royal Tailors.

[AUTHOR'S NOTE:—There is no money in all the realm of profit so pleasant and agreeable to get as *unexpected* money.

The velvet that slides into the bank account, unannounced and unforeseen the dividend that comes from a by-product we intend to throw away; the "easy money" that is ours entirely in addition to the reward we figured on; and from an incidental effort that would have been put forth anyway.

These are the dollars that produce the sweetest echoes, in all those that resound from the cash drawer.

It is easy to imagine the elation of the beef packer when he first discovered that the meat and hide of the hog were not the only profit-paying sections of the porker; that there was money in all but the grunt and squeal. And it is safe to wager that the most gladdening dividends in the packing business are those that come from the refuse, bone and waste that formerly went to the scavenger.

This article will aim to point out some of the pleasant by-product surprises that a successful advertising campaign can yield; some of the rich incidental profits and auxiliary assets it can net, entirely independent of the real sales-increasing results of the campaign.

I will not say that in all cases the by-product dividend of an advertising campaign will pay its cost. But I will say that it has accomplished this very result in some cases. And in all cases these by-products are worth while. For they cost nothing extra and come as a bonus to the natural and expected campaign returns.]

One great by-product of profit that a successful publicity campaign can pay lies in its tonic effects on the advertiser's own employees.

As an elixir to a sluggish and spiritless working force, nothing in all the list of business specifics equals a live, dynamic advertising campaign that is visibly building the business and visibly spreading the house reputation and prestige. All success is stimulating to those near it or mixed

up in it. When the sales influx begins to quicken; when the factory and order departments put on night shifts; when optimism and jubilation are in the air, the hustle virus gets into the blood of the entire working body. Even the clerical laggard cannot remain entirely unmoved by the increasing hustle and good nature that a successful advertising campaign produces around him.

Prosperity keys up the workers as surely as it does the advertiser himself. No working force can resist the speeding-up impetus of more success and more dollars pouring into the business. All the world loves a winner, and the house winning new conquests gets new loyalty and zeal out of those connected with it. A going, growing house tends to either rout the drones or convert them into hustlers—and better money makers for the house.

The prime aim of an advertising campaign is, of course, to increase the advertiser's trade. But an equally prime result is this effect of a successful campaign on the advertiser's own inside organization.

The same conviction-carrying facts and arguments in the publicity that move outsiders to give their trade to the advertised business; move the insiders to new respect, confidence and pride in their association with it.

HOUSE PRIDE THAT FOLLOWS GOOD ADVERTISING

A strong educational advertising campaign acts upon a listless business army as the voice of a masterful coach does upon a lagging football team. If there exists in any employee's breast one spark of house pride or house partisanship, if there slumbers a single house ambition, dulled by years of grinding routine, a stirring, forceful publicity propaganda, setting forth the claims and achievements of this business, and getting public recognition for them, will call these qualities to life and bring them into the day's work.

This may sound like the exuberant theorizing of an advertis-

ing enthusiast. But it isn't. It is plain, real-life observation, gained through everyday work in businesses where these results have actually been accomplished.

WHAT TELLING YOUR STORY TO YOUR EMPLOYEES DOES

For advertising is the great business rejuvenator—not alone of sales, but of men. A manufacturer starts out to tell his business story to the outside world. He no sooner begins than he finds that his story is being told for the first time to his own inside staff; that the facts and merits he is emblazoning to the general public have never before been fully understood and appreciated in his own organization; that he is convincing and enthusing, not alone the outer public, but the inner working force.

There is passionate devotion to service found in some working forces as in some armies and athletic teams, called *esprit de corps*. It is that "stick-to-the-ship-and-give-it-your-all" spirit that is a factor in nearly every unusual business success. All of us know its vital desirability. Yet some of us strive for years, unavailingly, to inject even a semblance of it into our own working aides. Our aides do not look upon our business through enthusiastic eyes like our own, for they never have been taught to see its big features as we see them. *We have neglected to advertise our business adequately to our own business family.*

The business efficiency experts have pointed out to us the wanton waste of muscle and material energy in our factories through needless physical exertion, and roundabout strokes and motions of our arms and legs and bodies. Some day someone will show us the equally colossal loss of mental energy that business suffers through the indifferent and half-hearted mental state of the millions who play the thinking parts in the executive offices.

Any business systematizer will testify that a great percentage of our businesses are freighted with "job parasites" and pay-roll hang-

ers-on; men with no more "house pride" or *esprit de corps* than the average gang of emergency snow-shovelers. Their spirit is the "Esprit de Pay Envelope" not the *esprit de corps*. Their aim is to slide through the day without reprimand or humiliation before rival workers. Their outlook is often focused solely on the parting punch of the time-clock at the day's end; or the hand-out, due legally, if not meritoriously, on Saturday night.

All this is commonplace enough to most business men. I simply state it here to show the typical state of mind in which the average manufacturer finds his working force at the beginning of an advertising campaign. His aim is to enthuse the great outside field with the wonders of his business, but he often finds these wonders unknown right at his elbow. Thousands of his own business assistants have been so confined to their little corners of the business, and so steeped in their own little phases of the day's routine, that they have not the slightest conception of the big ideals and ideas behind the business as a whole.

A FREQUENT CONDITION BEFORE ADVERTISING

It has been the experience of almost every copy man going into a large institution to create its first advertising campaign that his own zeal and view-point must actually ferret out and dig up the talking points. No one in the business seems to know them. This is particularly true if the institution is an old one, built up by natural demand and early arrival into the field, rather than by sales genius and enterprise.

The points that to trained copy eyes are of remarkable interest, the features that raise the business above the level of others of its class, the copy man finds, are merely cold, matter-of-fact items of routine to the working force. For each employee has seen only his own little part of the whole. And the eternal monotony of one circumscribed kind and grind of routine work has ironed out of

Do You Buy Space or Prestige?

There is degree of character between mediums just as between salesmen, and the publication with greatest strength of character produces best results just the same as does the "star" salesman. And you can buy mere space cheaply just as you can hire cheap help. But your better judgment must tell you that anything cheap is worth even less than it costs.

A publication is cheap if it does not have prestige—does not command the respect and confidence of its readers. It will make you "special propositions," "trade deals," and try by subterfuge to prove it a good "buy."

But when you find a publication that will **not** trade, will **not** cut its rate, will **not** treat one advertiser any different from all others—that's the publication you must have greatest confidence in, because it has **PRESTIGE**—it dominates its field—its readers have confidence in its editorial matter and advertising columns. Such a paper pays proportionately far better than the cheaper one just as the "star" salesman is worth more to you than the low-wage one.

In the agricultural field, two papers that do have **PRESTIGE** and do dominate are:

THE OHIO FARMER **CLEVELAND**

Has a paid subscription list of 128,455, of which 98% is in Ohio and contiguous territory. More than double the paid circulation of any other weekly farm paper in Ohio.

THE MICHIGAN FARMER **DETROIT**

Of its paid circulation of 81,000, over 70,000 is in Michigan. It is the only weekly farm paper with a paid circulation published in Michigan. Always a good puller.

Write to either paper or our representative for individual and combination rates.

The Lawrence Publishing Company

GEO. W. HERBERT, Inc.
Western Representatives
First Nat. Bank Bldg., Chicago



WALLACE C. RICHARDSON, Inc.
Eastern Representatives
41 Park Row, New York City

SPECIAL NOTE—We also own and operate the Pennsylvania Farmer of Philadelphia, the only farm paper whose circulation is confined to Eastern Pennsylvania, Eastern New York, New Jersey, Delaware and Maryland. Has paid subscription list of 31,000. Can be used with either or both of other papers at special combination rates.

him all the enthusiasm he may have felt in the early days of his career.

It is one of the indirect functions of advertising to change that state of mind and heart in the working force. And if the advertising is right, if it is consistent in all its ideals and aims, if it is carried not only into magazines and newspapers, but into the house literature, into the correspondence, the trade talks and house meetings, if it gives the house a voice that repeats and reiterates to all departments the high standards the advertising sets, if the advertising is thorough and characterful, it will and does work that change.

Obviously, no one sees so much of a house's literature and advertising, and no one reads it so carefully, as its own rank and file. If the claims and aims of the advertising are true and inspiring, this day in and day out hammering and dinging of them before the working force must eventually drive them, in part at least, into the worker's attitude and mind.

Advertising visualizes and exalts to the inside workers the features of a business that may have grown to seem mere commonplaces to them through the contempt-breeding influence of familiarity. Those great salient features that have been shorn of all their glamour and glory to the insiders through years of routine association with them are interpreted and pedestaled before the entire organization for the first time in the light of their usefulness to outside humanity. Employees who have seen in the business only the toil, the sweat, the backaches it demanded of them, begin to see it anew for its service to millions of patrons and customers.

I have witnessed marvelous changes in the spirit of an entire working force through the influence of an advertising campaign. Even the lowliest mechanical worker out in the shops begins to take a real "house pride" in his connection with the business—now that he finds all the world,

including his own neighbors and friends, hearing about it.

If the advertising heralds ideals that are real, if it tells of exacting care and minute accuracy put into the product, the worker begins to feel an increased obligation to carry out his part of the advertised standard.

"Is your soap really 99 7-10 per cent pure?" asks a friend of a soap factory hand. "You bet it is," that toiler replies, with no small amount of warmth.

"Your concern packs all of its goods in air-tight, dust-proof packages?" is asked of a National biscuit baker. And that worthy swells his chest, as he proudly affirms the allegation.

TALKING POINTS BECOME CREEDS

Where, in a newly advertised concern, the talking points may have been the property and study solely of the sales force, they become the working creed of the entire organization. Foremen talk them to their hirelings; inspectors and examiners challenge their output according to the advertised standards. Office men and clerical workers tone up their letters, their records, even their desks to be in harmony with the broadly published ideals. The spirit of quality in the publicity becomes contagious and enduring in the daily work.

The business itself, instead of being a dumb thing, with each member isolated and out of sympathy with the rest of the organization, becomes one great spirited business team—with common ideals and aims, with one great standard and goal in front of every department.

So again I say there is no tonic in the world so effective for putting iron and ginger into the vertebrae of an organization as high-idealed, continuously unflagging advertising—embracing house literature as well as general mediums.

And if there could be a richer by-product dividend than a working force put on edge, each man striving for membership in the 100-point club, I have yet to hear it mentioned.

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CONTRACT OF LORD & THOMAS WITH CLIENTS

WHAT THIS AGENCY BINDS ITSELF TO DO IN THE MATTER OF ACHIEVING PUBLICITY FOR ITS ACCOUNTS — COMMISSION CHARGED ADVERTISER FOR FREE PUBLICITY OBTAINED

An item of interest to advertisers and agency men generally is contained in Bulletin No. 2849, February 21, 1913, of the American Newspaper Publishers' Association. It concerns the form of contract between Lord & Thomas, of Chicago, and their clients. The following is the full statement from the Bulletin:

It may be remembered that under date of October 29, 1912, we wrote Lord & Thomas as follows:

"We are informed that Section 14 of your printed contract blank used in making contracts with advertisers reads as follows:

"To charge for the space we obtain free for the advertiser (either display or reading notice) only a commission of 15 per cent based upon the amount of its cost had the space been paid for in cash." Will you not be good enough to advise us if the information is correct. Will you not also be good enough to mail us one of the blanks."

Under date of October 31, 1913, we received the following reply:

"We regret we cannot give you the information that you want, nor can we let you have a copy of our contract. Our contract arrangements with our clients are confidential between them and ourselves. We will, however, at any time gladly give information to any individual publisher regarding our manner of handling our relations with clients, as it relates to his publication, providing, of course, such publisher can show us he has reason to believe we have violated some direct agreement made with him. Yours very truly, Lord & Thomas, A. D. Lasker, Secretary and Treasurer."

During December, apparently in an effort to secure free advertising of value to the Grand Trunk Pacific Railway, Mr. Lasker wrote in part as follows: "Some friends of mine are interested in the development of Canada and on an occasion they were telling me of the tremendous work that is being done out there, I volunteered that if they would have an article of real news value prepared by some well-known writer, I would ask friends of mine among publishers to give the same space in their columns, providing they could find news value in the item." The article which was sent broadcast appears to have been simply a write-up for the Grand Trunk.

We are now in receipt of the form of retainer between Lord & Thomas and their customers and reprint those

Old Hampshire Bond

Business men know that good paper, like proper delivery wagons, is worth all it costs. Old Hampshire Bond is certainly good paper. We do not know of better for commercial use. Specify it next time.

Write us on your present letterhead for the book of specimens, showing Old Hampshire Bond in white and fourteen colors, printed, lithographed and engraved on letterheads, checks and other business forms, or ask your printer for it.



HAMPSHIRE PAPER CO.

The only paper makers in the world making bond paper exclusively.

South Hadley Falls, Mass.

portions, a knowledge of which it would seem might be of value to members.

FORM OF RETAINER

We, Lord & Thomas, agree to perform the following service for.....

..... of hereinafter called the Advertiser, upon the terms and conditions and for the period hereinafter mentioned:

- 1st. To investigate and study the advertising proposition of the advertiser, etc.
- 2nd. To formulate a plan of campaign, etc.
- 3rd. To have a writer on our Copy Staff, etc.
- 4th. To have our Art Department, etc.
- 5th. To have this copy and illustrations, etc.
- 6th. To have this copy, when finally approved, etc.
- 7th. To write and have printed, etc.
- 8th. To place all newspaper, magazine and outdoor advertising, etc.
- 9th. To check all issues, etc.
- 10th. To closely watch the results, etc.
- 11th. To counsel with the advertiser, etc.
- 12th. To purchase the space needed under this contract at the lowest price our large operations and long established standing enable us to secure it.
- 13th. To charge the space used for the advertiser in publications at the net cost to us (exclusive of publishers' cash discounts) plus Fifteen per cent commission on same for all papers where the net rate charged us is Fifteen cents an inch or more, and plus Twenty-five per cent commission for all papers where the net rate charged us is less than Fifteen cents an inch.
- 14th. To charge for the space we obtain free for the advertiser (either display or reading notice) only a commission of Fifteen per cent, based upon the amount of its cost had the space been paid for in cash.
- 15th. To charge the space used in outdoor advertising at the listed rates, etc.
- 16th. To charge the space used in street cars at the net cost to us, etc.
- 17th. To charge the net cost to us on all items, etc.
- 18th. To render bills monthly to the advertiser, etc.
- 19th. To render in the monthly billing the detail, etc.
- 20th. To attend to the handling and shipment of all cuts, etc.
- 21st. To render the foregoing services, etc.

Dated at this day of 19

LORD & THOMAS, INC.

Per

The second page of the form of retainer is devoted to special cash discounts.

The third page, which is arranged for the signature of the customer, contains among other paragraphs the following:

3rd. We agree to pay Lord & Thomas for such free space (either display or reading notice) that they may obtain for us, only a commission

of Fifteen per cent, based upon the amount of its cost, had the same been paid in cash.

6th. We agree, should we not use the total space contracted for by Lord & Thomas with the publishers for our account, by reason whereof the cost for space actually used will be increased, to pay Lord & Thomas the difference between the rate billed us and the increased rate charged by such publishers.

We are also in receipt of Lord & Thomas's printed terms and conditions for full service arrangement from which we quote the following paragraph:

"For space obtained free for our customers, either in display or reading matter form, we charge nothing except our Fifteen per cent commission, based on the regular net cost of the space."

PERCENTAGE OF DEALERS WHO SUBSTITUTE

According to the estimate of the Pompeian Manufacturing Company (massage cream), only a small minority of dealers substitute in cold blood. In a recent address, the advertising manager, W. W. Wheeler, gave some interesting figures: He said:

"Substitution always will exist and it ever has, from the day Adam asked Eve for an apple and she handed him a lemon. So let us not get unduly excited over any plan to kill substitution.

"We divide dealers into three classes.

"Class one. Dealers determined to substitute at every chance, regardless of the possibility of offending their trade.

"Class two. Dealers who substitute judiciously, if there can be judicious substitution.

"Our follow-ups on the consumer indicate through the law of averages that these two classes constitute about 35 per cent of the trade.

"Class three. Dealers to the extent of perhaps 65 per cent of the trade who reason about as we do and as follows, though not as minutely of course.

"It is business suicide for a dealer to wrap up surreptitiously one article when another is called for. It is playing with fire to switch a customer to an unknown or locally advertised private brand when she has asked for a national brand which she has seen advertised for years in her favorite magazine.

"The substitute may be excellent and of greater quantity—but, every time she sees an advertisement of the original article in her favorite magazine she is going to wonder if it isn't better after all—and be sorry she let the dealer talk her out of getting it, and some day she will get it, but very likely at another store rather than have an encounter with the substitutor. Moreover, the wise dealer knows that it is a strong trait in human nature to like to blame somebody else if things don't go just right. So milady is very ready to blame Mr. Substitutor if the substitute doesn't come up to expectations, for was it not the dealer's selection rather than hers?"

ON SATURDAYS

The Evening Post
LAST EDITION
NEW YORK, WEDNESDAY, JANUARY 15, 1914
FACTS ABOUT STEEL

The Evening Post
(NEW YORK)
SATURDAY MAGAZINE
5¢

A New Magazine of Entertainment for Everybody. Very Different.

Wide-awake Advertisers

will thoroughly appreciate the up-to-date New York **EVENING POST ILLUSTRATED MAGAZINE**. With all of the staple features which have held **THE EVENING POST'S** readers together for years, this addition to its Saturday editions has shown everybody in New York and vicinity that it knows how to be popular as well as conservative.

Any advertiser who believes that magazines are the better mediums for his purpose should realize that an advertisement in the **SATURDAY MAGAZINE** offers him, at small cost, the attractive display and other advantages of magazines in general and an opportunity to test the unequalled results to be obtained from the use of newspapers. It certainly merits a trial.

For rates and other information, address **CHARLES EDWIN JONES**, Advertising Manager, **The Evening Post (New York) Saturday Magazine**, 20 Vesey Street, New York.

CHANGING THE SELLING APPEAL

INSTANCES WHERE THE SELLING
POINT IN AN ADVERTISING CAM-
PAIGN HAS TO BE ALTERED
THROUGH CHANGE OF CONDITIONS
AND OTHERWISE

By Thomas Russell,
Of Clun House, London.

Every commodity sells to the public because it fulfils certain requirements. When these requirements are clearly emphasized and pointed out in the advertising they become what we call technically selling points.

This is not the only kind of selling point that exists, however. Some peculiarity or advantage in the way that the goods are sold can be used as a recommendation. Fels Naptha Soap has been advertised not only with the selling point "Cold water soap" (which is a selling point of the first kind), but also with the offer "Money back if not satisfactory" (which is a selling point of the second kind). Very often it happens that after trying a product out with one selling point without success or with a success that is only moderate, an advertiser will think of a new selling point and change his advertising to use it. Articles that have been a complete failure on the original selling point have been turned into successes with a new one.

Deciding the selling point is an important element of policy. Any modification of it or the addition of a new selling point is a very grave matter and one which cannot be undertaken without full forethought. To introduce too many selling points may complicate the advertising story too much. To share the different selling points out over different advertisements may sacrifice effect; you may just miss the reader to whom one particular selling point would be the only appeal, because you catch him with an advertisement containing some other selling point which does not appeal to him at all. The selling point first selected, or tried as an al-

ternative to the original selling point, may prove to be ineffectual. The sale curve often shows violent fluctuations as a result of change in selling point policy.

There have been examples of all the above principles in recent advertising history in England.

The Balaban Copyholder is an adjunct to the typewriter. It is a long way ahead of any other copyholder, because in place of holding the copy to the side of the typist so that she has to bend over to look at it, it holds the notebook straight in front of her eyes and not only enables but compels her to sit in an upright position. When this thing was first put on the market, it was advertised with an illustration showing the strains and twists upon the typist's spine necessitated by bending over sideways to look at a copyholder of the ordinary sort, and the selling point was a good-health story. Incidentally it was mentioned that the Balaban enabled a typist to get through more work.

The sales produced by these claims were only moderate. I suppose there is no harm in my saying that a change of policy was made at my suggestion.

I turned the claim upside down. The Balaban company induced one or two typewriting offices to make actual tests of the amount of stuff that could be transcribed using a "Balaban" as compared with the amount transcribed using an ordinary copyholder. I printed the actual figures and was able to show that if you compute the cost of typewriting by the average wage of a typist, the Balaban saves its cost about once in two weeks. The advantage to the health of the typist was brought in, but only as a secondary point. As soon as this claim was published the sales began to go up and the company is now doing a very fine business. Another scheme was to obtain permission from firms employing large numbers of typists to send one Balaban for each typist on the staff on trial. If after a month the firm did not want to keep the copyholder, the Balaban company would pay the freight back again.

Otherwise the goods would be invoiced.

TYPEWRITE SELLING POINTS

A great many years ago when the Bar-lock Typewriter was first introduced, it was the only machine with visible writing, and this, of course, was a strong selling point. It was such a strong point that W. J. Richardson, who brought the machine over here, says that all the other machines trained their salesmen to prove what a great disadvantage visible writing was! As one of the older machines had captured the type-writing schools earlier in the proceedings, most operators were trained to use the hidden writing machines, which were also machines with a shift key. The Bar-lock has no shift key; every letter and character has a separate key to itself. The absence of a shift key was the real obstacle to sales, not because a shift key was necessarily better (on this I express no opinion) but because most of the operators were trained to the shift key keyboard. The visible writing point was often insufficient to overcome this, and salesmen of the Bar-lock company often had to answer the argument which had been handed to the prospect by the other manufacturers, to the effect that visible writing was a disadvantage.

Mr. Richardson tells an amusing story of how this particular argument used to be met. He made a little tin cover for salesmen to carry, and when the disadvantage of visible writing was objected to, he would fetch this out of his wallet and say, "We have a little contrivance to overcome that," and would slip it over the machine so as to hide the writing. Of course, this very soon killed the argument with ridicule.

But now all machines on the market of any importance have visible writing, and the Bar-lock people have been driven to a change of selling point. All their argument now is to prove that a keyboard without shift keys is better than a keyboard with them. They figure out the number of ex-

tra movements per day that require to be made where there is a shift key, and how much work is entailed upon the typist. The new selling point is gradually making its way and overcoming the objection that nearly all the type-writing schools teach the shift key machines.

The case of the Bates Motorcycle Tire, 1912 pattern, is not so much a case of a change of selling point as of making a selling point properly. Motorcycle tires have to be so made that the tire cover resists the tendency of the machine to side-slip, especially on a curve. Up to 1911 this was always done by making some kind of corrugations or irregularities in the rubber of the cover, or sometimes by sticking studs into it, though studs are mostly used for cars. The 1912 Bates tire has a smooth-running surface with two deep undercut ridges on each side of it. The smooth tire makes for speed; there is always a certain loss by making the cover rough, but this loss has to be put up with for safety. The ridges of the tire only come in contact with the road when the machine begins to heel over ready to slip.

But it was soon seen that the real selling point of the 1912 tire was not the smooth tread but the permanence of the non-skid quality. The under-cut ridges which prevent side-slip are never in contact with the road except when the machine heels over ready to slip. After riding a motorcycle for about 1,000 miles with ribbed or corrugated tires the tire surface is smooth; all the non-skid quality is gone. The rider either has to take the risk or have a band vulcanized on. But with a Bates tire the ridges are still just as good as new, and the new form enables the central tread to be made so stout and hard that a man rode from Glasgow to London recently and only used up two ounces of rubber from his tires.

FRESH CLAIMS FOR OATMEAL

Quaker Oats has been on this market for nearly thirty years, my friend, Paul E. Derrick, han-

dling the advertising appropriation during the whole period. This food has always been sold on ease of preparation, and it has easily the biggest sale of any branded oats used here. Recently two fresh claims have been introduced into the advertising policy, or rather a new claim and a new selling point have been used. The new claim is that by buying packet oats you get the food clean, whereas by buying loose oats you get it full of dust. This is a good selling point to make, but, of course, it applies equally to all packet breakfast oats. It is not an exclusive claim for the Quaker. But during the last few weeks the Quaker has come out with a new policy, namely our old friend "money back." If you buy a packet of Quaker Oats and do not like them, you can take the rest of the oats back to the grocer and have your money returned. This is a distinct bid for new custom. One would have thought that everybody who was likely to use breakfast oats at all would have tried Quaker by this time; probably the article needs publicity more than it needs creative advertising. But the "money back" offer is very good publicity, and I have no doubt that the policy, which is advertised with a very admirable poster (except that it has too much wording), will win out.

THE STRANGE CASE OF A PATENT MEDICINE

I think the most extraordinary case of a changed selling point, however, is that of a medicine called Capsuloids. These are small gelatine capsules holding a thick red fluid which probably contains hæmoglobin. They were originally advertised as a remedy for anæmia and in competition with Dr. Williams' Pink Pills. In this way, probably because the ground was very well covered by the other medicine, Capsuloids had only a very moderate success if any. But one fine morning the Capsuloid people came out with an entirely new claim. Capsuloids were good for the hair. The argument was, "You cannot feed the

hair from the outside; the way to get at it is through the blood. Take Capsuloids and you will find that your hair ceases to come out."

The success of the new claim was instantaneous, and the advertising became important in bulk. It also stirred up some of the hair restorer people who came back at the Capsuloid Company with the remark "that the hair which comes out is dead hair and if it is not taken away your hair will suffer, because it cannot renew itself." The hair restorer people and the Capsuloid people went at each other hammer and tongs, the Capsuloid people using pictures of hair roots and follicles and so on, showing how these were enriched by the blood, and the hair restorer people giving publicity to rather loathsome looking pictures of combed-out hair, showing how necessary it was to prevent its not falling off.

The Capsuloid advertising has died off since, and I have seen little of it for the last few years, though I have no doubt that their medicine still sells. But the main energies of the company are now devoted to selling a digestion remedy called Cifca, which I believe is doing pretty well.

AN APPRECIATION BOOK OF LETTERS FOR COLEMAN

When George W. Coleman retires from the A. A. C. of A. presidency at Baltimore next June, he will be presented with a book containing letters of appreciation from his many friends throughout the country. The letters, which are now being gathered, will be inserted between sheets of hand-made paper and then be bound into as fine a binding as the committee in charge of the souvenir can select.

DISTRICT ATTORNEY'S USE OF WANT ADS

How a district attorney is trying to protect the girls of a large city by advertising is shown in the act of Edward J. Yockey, of Milwaukee, who has inserted want ads urging women to take girls into their homes and take an interest in their welfare.

The N. K. Fairbank Company painted display advertising is now being placed direct by the advertiser with the Thomas Cusack Company, of Chicago, and the O. J. Gude Company, of New York. The Fairbank's poster advertising is being handled by the A. M. Briggs Company, of Cleveland.



THE calendar is the indoor billboard: and its value is measured in ability to purchase wall space. The calendar that buys the best position is the best calendar; less attractive calendars take second place,—and so on till we come to the calendar that must be satisfied with any old space or the basket.

Make your calendar right,—and you will be advertised,—just where you want to be advertised,—for a whole year. Your business becomes identified with the daily life, everywhere your calendar hangs.

We produce more business-building calendars than any other house in the world. With some of our customers, the calendar is the backbone of their sales promotion plans.

We have a few of the Edison Mazda calendars to be sent upon request on your business letterhead,—and then we will tell you more about calendars in specific.

**AMERICAN LITHOGRAPHIC COMPANY,
52 East 19th Street,
New York City.**

Boston	Philadelphia	Chicago
Detroit	St. Louis	Buffalo
		Cleveland



IN the designing and reproducing of calendars, being equipped with all processes, we are prejudiced in favor of no one process.

Here are a few of the calendars we have produced. There are many others, some better from an artistic view-point, than any of these.

We have chosen for production, not so much because of individual artistic merit, but because of the variety of subjects they represent.

PRINTERS' INK

★ STAR BRAND SHOES ARE BETTER

INTERNATIONAL
AGRICULTURAL
CORPORATION
MAINE BRANCH
HOULTON, ME.



PABST EXTRACT



ROBERTS & MORGAN & CO.



1913 January 1913						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AMERICAN LITHOGRAPHIC COMPANY,
52 East 19th Street, New York City.

Boston Philadelphia Chicago
Detroit St. Louis Buffalo Cleveland

chosen for repro-
t so because of
artistic rather be-
various treatments and
repro.



GROUPED are the calendars of four great ammunition houses. That all of these calendars should be produced by one house would indicate that an unusually efficient service had been rendered. May we serve you?

AMERICAN LITHOGRAPHIC COMPANY

52 East 19th Street, New York City

Boston Philadelphia Chicago
Detroit St. Louis Buffalo Cleveland

THE "INFALLIBLE PLAN" AS A COMMON NUISANCE

AND THE WONDER OF IT IS THAT SOME ADVERTISERS FALL FOR IT—WHAT THE "INFALLIBLE PLAN" AMOUNTS TO IN EFFECT—A SUGGESTION FOR A SAFER SUBSTITUTE

By W. Haddon Jenkins, Jr.

Of the MacManus Company, Detroit.

Some few advertising men are working into a dangerous rut. They are deliberately anticipating a millennium which is still in the offing, and applying hard-and-fast rules to the "stuff of dreams." This, of course, is one of the things that "can't be done"—successfully.

And it happens in this wise.

Chafing under the stress of competition and hungering for the "new" point of appeal, an advertising agent, counselor, engineer, conferee, plumber—or whatever he may care to style himself—will occasionally strut forth and say right out loud—

"Lo and behold, the day of enlightenment is upon us. The path of the advertiser is no longer a thing of uncertainty. The rocks, the hills and the thank-you-ma'ams have all been removed, and the course lies clear and serene. Verily, we have been boobs in the past, but now the great day is come. Let me have your appropriation and, by my 'Inverted Go - As - You - Please' plan there can be no jolts, no mishaps, no mistakes. It is a cinch, and everybody is working in the dark but myself."

And—pity it is—some advertisers embrace this new disciple and weep on his shoulder for pure joy. They do this instead of very properly reaching for the office shotgun. But even *this* is not the worst of it.

We probably realize that the charlatan and trapdoor worker will always be among us, and, in charity, we can make due allowance. But it becomes pathetic when some of the fairly good advertising fraternity start to preach

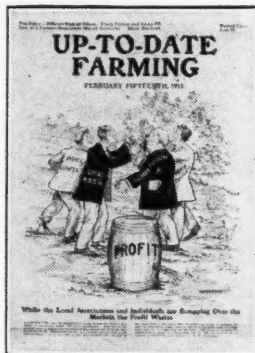
any such flubdub and sheer nonsense as the "Pre-insured-Infallible-Advertising Plan." Such is the "most unkindest cut of all."

THE COLD TRUTH OF THE MATTER

In all degrees of infallibility, I know of nothing that is *less* infallible than the advertising plan which embraces a fairly complex merchandising proposition. There is positively *no* way to anticipate *all* of the difficulties which it will encounter, and I make this statement boldly to a body of men who know their business far better than the average in other fields. Furthermore, no amount of investigation, analysis or conference can develop the infallible plan. I heartily agree that every additional conference, every added investigation and every extra analysis helps a *lot* in the efficiency of the plan, and such work, if conducted along intelligent lines, will uncover many of the quicksands and go a long way toward strengthening the campaign. But where is the advertising man who has not seen his pet plan start out a roaring lion, and trot home a meek tomcat? His infallible copy has changed its attack from mere man to the woman; his infallible mail series has become a sampling campaign; his infallible booklets are strung on the billboards; his infallible dealer-helps are going to the druggist instead of the steam-fitter, and his infallible schedule is magazines instead of theatre programmes. Grotesque as it may seem, this metamorphosis is not altogether overdrawn. In fact, I think it is tempered with conservatism.

However—lest the new disciples misunderstand me—let me qualify the general statements which I have made above.

We are hot on the trail of *safe* advertising, without a doubt. We no longer attempt to sell stump pullers in the *Arabian Desert Clarion*, and *none* of us would start a mail-order campaign to the Esquimaux on a straw hat proposition. We have all learned that there is a heap more to advertising than mere copy, and the



Conquering the Markets

The problem of production on the farm has been solved. The problem of marketing is being solved and UP-TO-DATE FARMING leads in this most important work. That's the reason our subscribers write like this:

"I have been a subscriber to UP-TO-DATE FARMING several years, and I have made more money each year from reading it and taking its advice. Every farmer should stand by this paper, which has helped them more than any other. I have sent the publisher 133 new subscribers because I want other farmers to get the same benefits I do."—A. H. Greene, Arab, Ala.

Money is the measure of a farmer's success. Subscribers to UP-TO-DATE FARMING get more money.

Mr. Advertiser: Fish where there are fish. Our best advertisement is the paper itself. Write us.

UP-TO-DATE FARMING

1st and 15th of Each Month
INDIANAPOLIS

New York Chicago
Hopkins Special Agcy. T. W. Farrell, Mgr.
150 Nassau St. 1206 Boyce Bldg.

 You ought to get acquainted with this paper

majority of us are willing to *work and scratch* as deeply as we can to uncover the facts. In other words, any allusions that exist to-day are self-created, and the modern advertising man, who is capable and experienced, can send his campaign forth knowing that it is basically right. If he is capable and experienced, he has put in many hours of study and investigation on that plan. He has sounded his markets as well as his product; he has gauged his competition and the general audience which he must meet. He has confirmed his point of attack on the basis of *facts* and reviewed the whole from the standpoint of timeliness and practicability; he has studied every branch of his trade and knows just about what he can expect from the jobber, dealer and his own salesman.

With this array of data before him, he finds that he is about one-third through with the preliminary work, so he continues exhaustively to weed out every point that can possibly have any influence on his campaign. That is how most of us do it to-day, but after this long, grueling investigation, after the searching analysis, after the long, critical conferences—after all of these, *who* would undertake to say that the plan so developed was infallible—and lay a thousand dollars to back up the statement?

UNFORESEEABLE FACTORS

Any such proposition seems laughable to me when one considers that a single hitch in the tariff, a slightly abnormal drought, a swerve in the fashion note from the dressmaker, a new whim nationalized overnight or a reversion to ear muffs could put one or one thousand advertising plans absolutely *hors de combat*. Nothing is infallible which depends for its existence upon public fancy. We can please this public only to-day. We know that the public likes catsup on its fried oysters right this minute, but to-morrow it may be maple syrup or oil of cloves. We know just now that leather is the predominant note in footwear, but linoleum may be

the material six months hence. Such comparisons are farfetched, of course, but no more outrageous than the temperament of the delicatessen trade and the uncertainties which confront a new product in the national market.

Therefore, I say that the man with the "infallible" plan is but a common charlatan. He is either intent upon petty larceny, or lacks any knowledge whatever of advertising problems. In either case he is a menace to the best interests of our craft.

If I were to make a plea to-day in the advertising field, it would be for more common sense and a little less of the vapor. Ours is no business for the flighty man, and the "snap judgment" performer. These people undoubtedly could fill some very useful field of endeavor, but it is far from so serious an occupation as spending advertising appropriations. Freaks are very interesting—in some other man's dime museum.

What we really need is a general distribution of the spirit behind the A. N. A. M. It is refreshing to see a body of men like these who are not afraid to pull off their coats and think big thoughts with their feet on the floor. Such a sight convinces one that our craft is not a *game*—as the charlatans would have it—but a clean-cut, sensible profession of the highest order.

THE AUTHOR AS A SALESMAN

Donald A. Kahn, of South Bend, Ind., is a writer who believes the author may well practice a little salesmanship in placing his literary wares with the periodicals. He has lately been enclosing the following burlesque, printed on a yellow slip, with his manuscript:

"In submitting the accompanying MS. to your magazine the author does not reflect upon the merit of the one or the standard of the other.

"Many considerations beside the worth of a story and the station of a periodical enter in when a writer routes his work. For instance, this manuscript may be sent to you because it has been found not available by every other editor in America.

"Owing to the large number of periodicals published each month the author is obliged to beg to be excused from criticism of your magazine.

"DONALD A. KAHN."

The Illustrated Sunday Magazine

Several months ago we announced an impressive list of Authors and Artists for Spring issues of the **ILLUSTRATED SUNDAY MAGAZINE**.

Advertisers as well as readers have appreciated these features.

February, 1913, showed a gain in advertising volume over February, 1912.

March, 1913, shows a large and gratifying increase over March, 1912.

Lucy Beane Inc.

Chicago NEW YORK Boston

The Possible Market

THE "MONEYED CLASS" AS BUYERS OF AD- VERTISED GOODS

CHARACTER OF THE PEOPLE COM-
POSING THE "DE LUXE" MARKET
—TWO DIVISIONS OF THIS CLASS
THAT THE ADVERTISER MUST RE-
GARD—THE EXISTING COMPETI-
TION OF "IMPORTED" AND "MADE-
TO-ORDER" GOODS

By Waldon Fawcett.

Now that we are to have in this country a tax upon incomes the innovation may be not without compensation for advertisers and manufacturers. At this stage there seems ground for hope that the information and statistics arising from a national income tax will afford to the analytical advertiser his first opportunity to make an intimate and intelligent country-wide survey of that most baffling of merchandise outlets, the de luxe market.

As the matter stands to date there is no class of inquiries that flow into governmental and other statistical channels from inquisitive business men that elicit less satisfactory responses than do those from interests seeking to sense the consumer demand of the well-to-do and moneyed classes. Uncle Sam, when you come down to brass tacks, has scarcely a scrap of worth-while information along these lines, and that is likewise the position of most of the state governments, if we except those that are able to throw some crumbs of comfort to the advertiser in the form of lists of automobile owners within the respective commonwealths.

To return to Federal shortcomings in this respect, we find that the United States Census Bureau, which has such a wealth of information regarding the age, sex, color, nationality and conjugal condition of the republic's inhabitants, has nary a record of incomes. The Department of Com-

merce has figures that reflect in a measure the earnings of our wage-earners, but no corresponding intelligence on the subject of those stipends that bespeak luxury. Nor can the reports of bank deposits, obtainable from the Treasury Department and other sources, be readily translated into a roster of individual, or even average, wealth. And, finally, although we have heard so much in late years of the financial independence of the prosperous farmers, the Department of Agriculture can offer little help toward the compilation of a mailing list of the tillers of the soil whose annual net is \$5,000, or better—presuming that an income of \$5,000 marks the limit of eligibility to the de luxe class.

EFFECTS OF INCOME TAX

It is scarcely probable that when we have an income tax advertisers in quest of prospects can gain access to the Government's data on specific individual incomes any more than such liberty is now allowed with reference to papers bearing upon the corporation income tax—a tax, by the way, which will be abolished upon the inauguration of a general tax on all incomes, earned and unearned. However, it is almost certain that Federal statisticians will be permitted to consult, in confidence, the income tax documents and to make them the basis of tabulations and summaries that will disclose to the proposed seeker after trade the geographical distribution of large incomes, the proportion of the well-to-do in different localities, and other information that would serve as first aid to planners of advertising, sales promotion, and distribution campaigns.

At a risk of running counter to popular opinion, it is ventured that the great need in this field—and one which only an income census can supply—is for a proper slant on the "silent vote" of

The circulation of
the New Orleans
Item is now over
50,000 daily

Only two other
Southern Newspapers
have over 50,000
daily

the de luxe class, namely, that very large proportion of the affluent who esteem comfort, even luxury, if you will, much more highly than they do outward show. Not only is this a section of the community which is increasing quite as rapidly and probably much more rapidly than the flamboyant rich, but it is a contingent which, by reason of more permanent residence, more firmly established tastes and other factors, are more valuable con-

verts to the re-order habit. Furthermore, it is a class that is more attentive and more responsive to direct advertising appeal, whatever be the medium.

An advertiser who cares sufficiently for that class of trade to make reasonable expenditure should have no difficulty in locating all that portion of the de luxe class represented by the lavish spenders and society as spelled with a capital "S," blue books and social registers, the sailing lists

DISTRIBUTION OF WEALTH BY STATES AS REFLECTED BY BANK DEPOSITS

States.	Individual deposits.	Savings deposits.	Amount savings deposits per capita.
Maine	\$179,671,075.55	\$140,834,899.12	\$187.03
New Hampshire	118,101,849.10	99,407,206.74	228.52
Vermont	91,121,084.92	78,678,616.41	219.77
Massachusetts	1,426,854,057.75	857,784,673.19	246.42
Rhode Island	219,051,702.94	131,527,439.94	233.62
Connecticut	411,640,023.77	291,532,261.09	251.32
New York	4,653,357,925.68	1,826,320,592.18	190.89
New Jersey	512,710,708.36	267,942,074.64	99.46
Pennsylvania	1,578,020,687.29	598,233,216.64	75.02
Delaware	32,180,650.37	15,325,449.80	74.76
Maryland	251,180,967.91	137,601,421.16	104.48
District of Columbia	67,486,072.05	10,842,552.11	31.43
Virginia	137,825,336.52	41,587,559.47	19.77
West Virginia	110,634,105.30	26,580,764.67	20.78
North Carolina	79,198,806.18	17,051,791.71	7.52
South Carolina	59,958,266.48	24,801,984.73	16.02
Georgia	121,461,915.77	26,769,696.09	9.97
Florida	61,125,603.20	16,809,053.69	20.93
Alabama	81,427,187.88	16,052,737.48	7.32
Mississippi	63,677,169.30	9,419,533.50	5.11
Louisiana	114,312,484.62	29,692,781.11	17.39
Texas	235,751,823.24	13,274,049.30	3.27
Arkansas	48,846,407.18	4,217,116.68	2.57
Kentucky	137,044,129.86	19,671,952.05	8.45
Tennessee	122,945,642.87	18,041,558.27	8.12
Ohio	764,396,988.11	312,777,696.18	63.83
Indiana	318,602,887.51	66,087,452.85	24.07
Illinois	1,087,896,164.02	323,768,529.13	55.77
Michigan	441,981,179.60	218,017,755.90	75.28
Wisconsin	295,165,033.12	71,207,997.93	29.76
Minnesota	323,141,780.94	59,039,428.73	27.52
Iowa	406,964,427.86	128,896,802.50	57.83
Missouri	449,593,434.42	40,960,521.98	12.23
North Dakota	66,037,571.88	5,500,184.84	8.55
South Dakota	72,142,341.53	4,917,033.96	7.87
Nebraska	180,164,262.38	18,390,242.79	14.93
Kansas	160,267,644.06	6,497,314.54	3.69
Montana	66,716,429.93	7,840,264.20	19.31
Wyoming	18,155,613.87	2,799,910.56	17.61
Colorado	119,707,138.45	18,070,440.34	20.89
New Mexico	17,582,547.70	2,398,153.50	6.55
Oklahoma	85,829,974.35	1,488,245.11	.80
Washington	164,615,504.50	44,286,325.04	34.07
Oregon	105,274,123.89	16,754,592.94	22.64
California	795,604,872.36	389,522,854.59	148.84
Idaho	33,296,808.22	2,114,590.41	5.67
Utah	52,665,961.66	20,697,202.57	52.66
Nevada	15,576,303.51	3,869,608.49	41.61
Arizona	22,014,683.71	2,206,751.86	9.76
Alaska	2,805,247.04	63,338.13	.84
United States	\$16,981,784,558.71	\$6,488,174,220.34	\$67.77

of the ocean steamers, the hotel lists at Hot Springs and Palm Beach, membership rolls of fashionable clubs and other sources will afford a fairly complete array of such names. To be sure, it may be quite another matter to reach these prospects with an advertising appeal—but of that, more later. At least the seeker after business knows that he has in hand the basis for a campaign.

THE MOST DESIRABLE CLASS TO REACH

Very different, unfortunately, is the situation with reference to the less obtrusive but more-to-be-coveted consumers of the de luxe class. There are the men and women in easy circumstances whose spending policy might be expressed as "thousands for comfort, but not a penny for outward show." This logic presupposes almost any expenditure for convenience and enjoyment in the home, but very little outlay solely for the purpose of impressing the

neighbors or the man on the street. However, the very fact that home essentials play so large a part in the reckoning of citizens renders them desirable customers in any line.

The cultivation of the de luxe market will undoubtedly be greatly aided when, through the medium of the income tax or any other gauge, advertisers and manufacturers are enabled more accurately to determine the lay of the land. But no dry figures, however complete, can be expected to disclose the fact, above mentioned, that the de luxe class comprises two separate and distinct classes of people, direct opposites in many respects, and which must be handled in a very different manner. It is foolish to insinuate, of course, that both divisions of the de luxe market cannot be made to pay tribute to one manufacturer, but in most instances he will find it necessary to adopt contrasting policies to

(Continued on page 67)

Conservative ?

¶ If conservatism means preference for facts instead of fancies; means holding fast to the good things of experience and welcoming those of each new day; means looking before we leap and being fairly sure of arriving when we set out—if this is being conservative we are proud to accept the term.

¶ The Procter & Collier Company has been studying advertising for nineteen years. It hasn't stopped learning yet, but it finds it possible to keep up with new lessons without forgetting the old ones.

¶ If you are more interested in selling goods than in listening to fantastic dreams, you'll enjoy talking to us.

The Procter & Collier Co.

New York Cincinnati Indianapolis

COMFORT Readers arey They Buy the BeN

Some of our readers even ask COMFORT'S Agricultural Editors to advise them as to the best makes of farm machinery, as instanced by the following letter.

"Boscobel, Wis.

"COMFORT'S Farm Dept.,

Dear Sirs:—

"What is the best corn shredder to buy just for one's own use on the farm to be run by six horse-power gasoline engine?

"Is there any better make than the Deering Two-roller?

"Thanking you in advance for your advice,

"Respectfully yours,

"Paul Blanchard."

COMFORT is read with interest by more prosperous, progressive, property-possessing farmers ambitious to operate with and able to buy the most improved machinery and appliances than is any other one publication.

COMFORT'S agricultural departments are strong and ably edited by eminent specialists.

COMFORT has the Farmers' Confidence

COMFORT has the Lant a Rural cu

Buying Farm Machinery Be Not the Cheapest

COMFORT is the best medium for advertising farm machinery, stock feed and fertilizers.

But COMFORT is more than an agricultural paper; it is an all-round rural family magazine with strong editorials, excellent stories and numerous and varied departments in which every member of the family, old or young, male or female, finds something of special interest in each and every issue.

In the homes of our subscribers COMFORT is a household authority on etiquette, fashions and domestic economy.

A COMFORT ad will sell any article for use or ornament in or about the home.

Forms close 15th of month before date of issue.

Apply through any reliable agency or send direct to

W. H. GANNETT, Pub., Inc.
Augusta, Maine

NEW YORK OFFICE: 1105 Flatiron Building, WALTER R. JENKINS, Jr., Representative
CHICAGO OFFICE: 1635 Marquette Building, FRANK H. THOMAS, Representative

Largest and Best Circulation in the World

A PAGE—

of 764 agate lines costs \$1,719.00 for one insertion in **Boyce's Weeklies**, **The Saturday Blade**, **The Chicago Ledger**. If an advertiser pays \$3,438 for two insertions of a page and **WITHIN ONE WEEK** from the appearance of the last insertion gives a **REPEAT** order for **FOUR PAGES** at a cost of \$6,876—**WHAT'S THE ANSWER?**

AN AD—

costs an advertiser \$310 in **Boyce's Weeklies**, **The Saturday Blade**, **The Chicago Ledger**, and he **SELLS** over \$9,000 **FROM** that **ONE AD**, making his cost 3%. This advertiser sells land for investment and settlement and he says that the sales through **BOYCE'S** were **100%**. **SETTLERS**—What's the answer?

This spells the one word **R-E-S-U-L-T-S** in capitals. If you want mediums that reach the small town and farm circulation, the answer is

Boyce's Weeklies

1,200,000 circulation for \$3.00 a line

W. D. BOYCE CO.

500 Dearborn Avenue - - - Chicago

Eastern Office: 212 Metropolitan Tower, New York

win the patronage of the two contingents.

The problem is not so much that of reaching the members of the "exclusive" circles as whether, from the standpoint of general sales policy, the game of seeking their trade is worth the candle. The first great difficulty in attempting to reconcile this special consumer demand with that of the general buying public is that a vast majority of the lavish spenders associate quality with high prices. Not only are they willing to pay fancy prices, but unless a high price is demanded they cannot be convinced that the commodity merits their attention. Such a condition in one section of the market naturally conflicts with the ideas of the manufacturer who stands for fixed, uniform and universal resale prices that can be exploited as generally as the goods themselves.

SOME DIFFICULTIES CONFRONTING ADVERTISERS

Another stumbling block in the attempt to make this de luxe market conform to a general rule is the necessity for granting an inordinate profit to the retailer, who caters to this trade—a percentage away in excess of that essential to the general run of retailers and that, of course, conflicts with a square-deal sales policy. And yet, the retailer, dependent upon this form of de luxe trade (particularly if it is supplied by feminine patrons), is justified in demanding unusual profits. It is not so much that he has a high rental and an expensive delivery service, although these figure in an undue overhead, as that he must carry his credits for long intervals. The average customer of this class sends a check "on account" once in six months, or more likely once a year, and the retailer looks to the manufacturer to help him meet the interest on this tied-up capital.

Another condition in this trade which reacts through the retailer upon the manufacturer is the prevalence of the "graft" system, not to give it too nice a name.

The steward and housekeeper in the average lavishly operated mansion make their purchases in quarters where the most liberal commission is forthcoming, and even though the master or mistress were, perchance, to recommend the use of an advertised article it is a long chance that the identical product would be forthcoming unless the suggestion were more closely followed up than such matters usually are. Manufacturers of vacuum cleaners have already had an opportunity to run up against this condition. So have makers of automobile tires who have not adopted a policy of "seeing" the chauffeurs. And who, that knows the role of the average fashionable dressmaker who aims to inspire confidence by her self-assurance and dictatorial manner, imagines that it would do any good if a customer in the millionaire class specified any advertised dress findings. Madame Modiste makes a double profit on the materials she supplies, just as does the milliner, and purchases are made with such perquisites in view.

As though all these handicaps were not enough, two new factors have appeared—or have greatly developed—in recent years to further complicate the situation. One of these is the penchant of almost all people of means (the apostles of solid comfort as well as the showy spenders) for having things "made to order." The other is the adoption of the private secretary as an essential adjunct of milady's domestic establishment. The "made-to-order" habit, which, in the case of men's wearables, extends from clothing to shirts and shoes and in the case of feminine attire includes all the items from corsets to slippers, has now invaded such fields as furniture, pianos, draperies, table silver, dinner china, etc., to say nothing of automobile bodies. Any tendency to order special models naturally affects, albeit in a slight degree, the demand for the manufacturers' stock designs. Yet more serious, it robs him of that free advertising which is derived from the use of his product

by the rich or socially prominent—that force of example which guides the imitative instinct of a certain proportion of the buying public.

The installation of a private secretary in milady's boudoir means an added barrier against the advertising missives that come by mail. A few years ago any advertiser who placed his announcements on engraved stationery and had the addresses penned in a neat hand on plain envelopes, suggestive of wedding invitations, had an excellent chance that his message would reach the mistress of the household. But this is so no longer, with an intermediary authorized to open all mail except that which bears (as a magic password) the autograph initials of a known personal friend. It is even more or less futile to try the latest expedient of having the announcement mailed from Paris in a plain envelope on the theory that the foreign stamp and postmark will disarm suspicion, as well as beget prestige for the advertiser, by reason of implied French connections. But this censorship is sometimes counterbalanced. In many instances a capable private secretary is soon made milady's purchasing agent, and this opens the door for meritorious advertised articles without that intrigue which may control purchases made less directly.

SECOND CLASS MORE PROMISING AS MARKET

The second section of the de luxe market—that made up of the conservative, not to say safe and sane folk—will be shown by the statistics, when we get them, to be much more widely distributed than the above-mentioned class. Whereas the people of means who seek social conquest, newspaper fame, official position or a large and admiring audience for their spectacular spending naturally gravitate to the cities, there are many others, whose resources put them in the de luxe class, that prefer the smaller communities, partly, mayhap, because an income of \$5,000 or \$10,000 means more in a small place than in a

large one. There is scarcely a community of 5,000 or more population but has some citizens of this class, and there are towns and cities in every section, from New England to southern California, where natural resources, wealth-producing opportunities, climatic advantages or a pleasant social life have fostered whole colonies of wealthy residents. Out and out resorts, such as Newport, Bar Harbor and Lenox, nor yet fashionable suburbs, such as Montclair, N. J.; Brookline, Mass., and Evanston, Ill., do not exemplify this so well as, say, Augusta, Ga.; Akron, O., with its rubber magnates; Colorado Springs, Col., and Santa Barbara, Cal.

As a human-document representative of the type of ultimate consumer that makes up the real foundation of the worth-while de luxe market, there may be cited a resident of one of the smaller cities of central New York. This man has a fortune of approximately \$3,000,000 and has virtually retired from active business. In the larger sense, he cares nothing for Society, though he has a wide circle of personal friends. He and his family have never gone to Europe, and yet their disbursements have been diversified because they have indulged in frequent vacations in Florida and southern California, and there has not been a winter in years when they have not spent several weeks in New York City in order to attend the opera. Yet this man is his own household purchasing agent, in all that implies, and when he built a summer home in the Adirondacks a few years ago he personally investigated all sorts of commodities, from patented weather strips to wood-burning heating stoves, manifesting an appetite for reason-why advertising that was well calculated to shake the faith of the champion of prestige publicity as an exclusive diet for the de luxe market.

The "well fixed" resident of the smaller city or town is very amenable to advertising reason. The life of the smaller commu-

A Fashion Publication

very often heads the list of media where a quick, strong appeal to women is desired.

TODAY'S MAGAZINE FOR THE HOME is primarily a pattern publication. It has the exclusive magazine rights to illustrate May Manton patterns. This gives TODAY'S an especially strong hold on its women readers.

800,000 circulation absolutely guaranteed.

Millions of these patterns are sold every year throughout the country. Naturally, these dealers (Over 3,300) are strong for the magazine which illustrates them. This is added value.

Put TODAY'S on your list TODAY and let us prove our efficiency.

To day's

Magazine for the Home

Will C. Izor, Advertising Manager

1 Madison Avenue, New York City

HOWSE & LITTLE CO.
People's Gas Building, Chicago, Ill.

CHARLES DORR
6 Beacon Street, Boston, Mass.

Going Great Guns

The March issue is a whale, just as anticipated, with all available advertising space filled to overflowing and, sold out in advance—more business offered again, than we could carry.

This is a fine, healthy condition for a farm publication to enjoy and bears out our belief that "editorial excellence brings its own reward."

More than 325,000 farm families are reading **Farm Press** every month and we'd like to show you the letters they are writing us about it. **Farm Press** is big and broad—editorially, in circulation, and in influence—that's why it's producing so handsomely for advertisers.

April issue already shows signs of corpulency and our Editor is beginning to fidget, about his space. Get your order in early and I'll nip him off first base.

FARM PRESS

Duane W. Gaylord, Adv. Mgr.

CHICAGO

Wm. H. Hogg, Eastern Rep.
225 Fifth Ave., New York

nity is conducive to reading and to the thorough perusal of all periodicals. And the closely knit social fabric seems to encourage emulation in making purchases, as witness the success of the club plan in selling more or less costly luxuries in such environment. And, perhaps, too, the wealthy resident of the small city is a little keener for novelties than his brother in the larger place, especially if the novelty touches a subject that is a hobby. I know of a prosperous resident of a little city in Ohio of 8,000 inhabitants who became so interested in the preliminary announcements of the new Edison disc phonograph that when he heard that this invention was to be demonstrated at the Boston Electrical Show he made a special trip to the Hub to see for himself.

"HOBBIES" AS VULNERABLE POINTS

Speaking of the hobbies of the rich, it may be remarked that these constitute vulnerable points in the de luxe market. Whatever may be the general system employed in making purchases for a household, it is likely to stop short at the fields of the fads of the various members of the family. Thus the prospect who merely scans the headlines of the newspapers and devotes precious little time to the general magazines may be reached via the journals devoted to motoring, yachting, golf, book collecting, art, gardening, riding and driving, outdoor life and other activities that require means as well as leisure for their full indulgence. To what extent the fair sex enrolled in the de luxe market may be appealed to through the women's magazines constitutes one of the interesting questions in this sphere. One of the leading magazines in this field announces frankly that it does not pretend to reach the smart set and the idle, ultra-luxurious rich, while the closest rival of this publication, judged by the volume of advertising carried, uses as an argument for obtaining business the statement that it has on its

subscription list the name of the richest woman in the world.

DIFFERING CONDITIONS HERE AND ABROAD

One point of dissimilarity between the de luxe market here and that abroad is found in the fact that a very large proportion of our moneyed men are, or have very recently been, in active business and consequently not only think themselves good judges of values, but sometimes delight in shrewdness in driving a bargain. The advertiser who gets the idea that, in the case of the rich, list price does not have to bear any very close relation to intrinsic value is liable to get a jolt now and then. I know a man in the near-millionaire class who buys certain crackers in bulk because he does not feel that there is justification for the extra margin of price asked for the same goods packed in tins to preserve the fresh quality. And yet this man is a steady customer at Tiffany's; owns a \$5,000 Packard car; has a weakness for the Stickley Craftsman furniture; possesses a Kodak that cost upward of \$100, and may order a Steinway Pianola.

The de luxe market is one in which, above all others, the bugbear of "imported" goods has ever been a thorn in the side of the average manufacturer. The American Motorcar industry is an example of routing European competition. In this case, to be sure, the business at stake was so vast as to justify almost any expenditure for perfecting the product, as well as for advertising and demonstration, but something very similar is being accomplished at a little slower pace in certain other lines. In yet other fields, such as those of typewriters, cameras, shoes, talking machines and firearms, outside competition has been kept at arm's length, not more by the efficiency or superiority of the American products than by the ingenuity of Yankee manufacturers in investing their goods with form and setting calculated to appeal to artistic appreciation and a love of the luxurious.



A Louis XIV Epigram with a Modern Moral

"The State? I am the State!"

Verily, extremes meet. This famous retort of the French despot was applied by a Big Advertiser in an entirely opposite, a highly complimentary sense to the

Little Rock (Arkansas) Gazette

Said he, in discussing his campaign: "I have been in Arkansas and know the situation. From a merchandising-advertising point of view the LITTLE ROCK GAZETTE is the State; practically covers it.

"Little Rock is the commercial, geographical, political and transportation centre of Arkansas.

"In the same way publicity opportunity is centralized in the LITTLE ROCK GAZETTE.

"It certainly is a rare opportunity when you can cover a whole state with practically one paper."

The LITTLE ROCK GAZETTE has earned this unique position by constructively and broadmindedly urging and voicing the needs and the activities of Arkansas within the State and before the Nation.

The LITTLE ROCK GAZETTE is considered one of the powerful engines that have helped to pull the entire State into the terminal of Prosperity.

That Arkansas has "very much arrived" there, is shown by this statistical time table, covering the past 11 years:

Increase in railroad mileage 70%
Increase in Bank Deposits 600%

The circulation records of the LITTLE ROCK GAZETTE carry an average of over 22,000 "passengers" daily, and over 34,000 on Sundays.

Let the LITTLE ROCK GAZETTE give your goods a pull in Arkansas. When your Sales Department won't have to do much hard pushing there.

LITTLE ROCK GAZETTE

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

"Advertising Failures" That Never Gave Advertising a Chance—IV

Here are more instances of the kind unjustly and unintelligently charged up to the discredit of advertising. They are taken from a large amount of data furnished PRINTERS' INK and supplemented from its own files. The names of places, figures, dates and products are disguised, but the facts in each case are essentially as stated.

By Charles W. Hurd.

Some two or three years ago, when the craze for "vanity boxes" was at its height, but before they had gone to such elaborate and expensive lengths as now, an Eastern manufacturer of plated jewelry brought out a box of special construction which was so unique and attractive a design that it had instant and remarkable vogue.

Rapid distribution was secured for it; the orders, in fact, came in so quickly that the manufacturer was forced to change over more and more of his machines from the ordinary goods to this article, on which, of course, there was a handsomer profit.

The demand had been going on for some weeks and the design had been flattered by a number of imitations, when the manufacturer conceived the idea of advertising his product. The existence of the demand argued to him an inherent utility in the article and he made no discrimination between the idea and its specific execution or embodiment. He consulted the representative of his trade paper, who sent him a general advertising agent. Between the agent's first and second calls an interesting little campaign was laid out, not running into very much money, just enough to gear the campaign up.

The campaign was carried out as planned, and for some weeks everything went along splendidly. The follow-up and dealer co-operation were good without being elaborate. Indeed, everything about the campaign, so far as

that is concerned, was done judiciously, without extravagance of method or appropriation.

The advertising had run some little time, and both manufacturer and agent had begun to think it fair to attribute to it some of the gains which had been made since its inauguration, when almost imperceptibly an opposite tendency set in, which before many weeks revealed itself as a steady decline. In vain the advertiser increased his advertising. In vain he redoubled his efforts with the dealers and his work on his own salesmen. The decline became permanent, and in order to realize any profit at all, he was obliged to cut off the advertising.

A FAD INSTEAD OF A STAPLE

What was the cause of this? Was it an "advertising failure"? Had the advertising failed to do what should reasonably have been expected of it?

On the contrary, the advertising had performed its mission. The truth was that the manufacturer had put his money into a fad instead of a staple, an article susceptible of standardization. If he had begun to advertise in the beginning, within the first few weeks or days of marketing his article, as soon as he had discovered its popularity to be merely temporary, he might have run his sales up into a very much higher figure and gotten enough out of it to have carried him over the period of decline, during which he would have discovered its cause. He overstayed his mar-

(Continued on page 77)

The Inefficiency of Insufficiency

in advertising circulation ought to be considered more than it is.

Every advertiser and every agent know that they cannot secure the desired results from advertising unless they reach enough people in a given area to secure a sufficient demand upon the dealer.

For illustration, the Woman's World has the efficiency of one home in three in towns from 5,000 to 100 population.

We will assume that Woman's World with its over 2,000,000 guaranteed circulation is seeking the business of an advertiser who at the same time is being solicited by a representative of a magazine with a circulation of 500,000.

He says, "We reach the same field as the Woman's World covers, and if you want to *try out* the Small Town advertising possibilities for your product, why don't you take ours—it will cost you less to find out, or to *try it out*?"

This would mean that that magazine reaches one home in *twelve*, in the Small Town field that the Woman's World is covering with one home in *three*.

If it is necessary, in order to get results, *that one home in three should be covered*, what hope has the advertiser (buying a similar circulation in the same field without regard to density of circulation)

of securing results similar to what the Woman's World would produce for him?

If that medium of 500,000 could give him an equal density of circulation of one home in three in a limited portion of the population in towns smaller than 5,000 to 100 then he would have a reasonable ground for making such an argument; but when the trial means that the advertiser gets only *one-fourth* efficiency in that field, certainly no intelligent, thinking advertiser could consider it as a test as to what the Woman's World would do for him in that field.

That is where the Inefficiency of Insufficiency becomes apparent and costly. No farmer would believe a seed salesman who would tell him he could sow one-fourth of the grain on any given area and expect to get a crop that he would get if he used the proper quantity of *four times* as much seed. That is why in such claims as this, that representatives of advertising media mislead the advertiser. If he is ready to buy four circulations of 500,000 each in the field that he wants, he will find that the duplication of circulation as well as other costs would make his purchase of 2,000,000 circulation a great deal more costly than the purchase of the solid 2,000,000 circulation of the Woman's World alone.

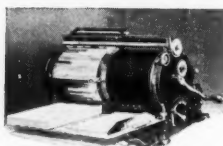
Whenever the advertiser should have more than 2,000,000 circulation in the Woman's World field to insure his success, he can add the smaller circulations; but the smaller circulations can never be a test of the efficiency of the Woman's World, which has more than twice the circulation in the Small Towns of any two magazines, or any four of 500,000.

Thomas Balmer

(Advertisement.)

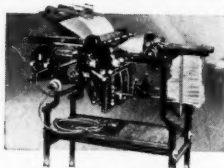
THE MULTIGRAPH

Advertising and Printing



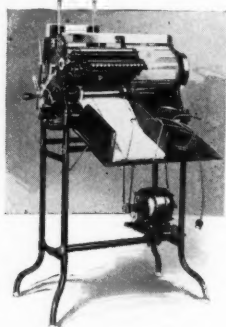
The Basic Multigraph

For form-letter typewriting and general form-typewriting. Equipped with self-contained type, set semi-automatically.



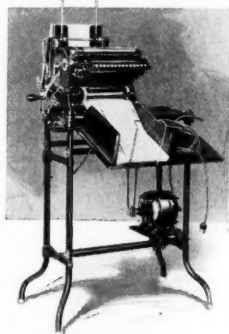
Multigraph Letter-Folder

Makes all customary letter-folds; electrically driven; 4,800 sheets an hour. Universal Folding-Machine for larger work.



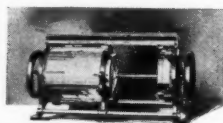
Complete Unit

For printing and form-typewriting. Equipped with electric drive, automatic feed, and printing-ink attachment.



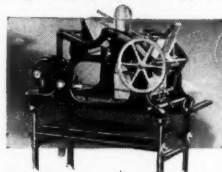
Multigraph Printer

Printing end of the Multigraph without the type-setting end. Used where printing largely exceeds type-setting.



Multigraph Comptype

The type-setting end of the Multigraph without the printing end. Sets type without interrupting printing.



Markoe Envelope-Sealer

Seals all regular sizes and shapes; 6,000 to 10,000 an hour. Electrically driven; simple, silent, sure.

SYSTEM *EFFICIENCY* METHODS: Folding and Sealing



That's the Family

THE Multigraph System embraces many means and methods of aiding business. It would probably help *your* business in one or more of the following ways:

Producing your own direct-mail advertising, including perfect typewritten form-letters and real printing — printers' printing;

Printing your own stationery and system-forms;

Contributing a free advisory service in connection with advertising, selling, and other business problems;

Preparing your advertising and correspondence for the mails;

Saving 25% to 75% of the printer's charges;

Saving time, space, waste.

You Can't Buy a Multigraph Unless You Need It

Your business must furnish the facts, but we shall be glad to send a representative to help you ascertain them.

Write Today
for interesting information
Use the Coupon

**THE AMERICAN
MULTIGRAPH SALES CO.**

EXECUTIVE OFFICES
1820 East Fortieth Street **Cleveland**

Branches in 60 Cities—Look in your Telephone Directory.

European Representatives: The International Multigraph

Company, 59 Holborn Viaduct, London, Eng.;

Berlin, W-8 Krausenstr. 70 Ecke Friedrichstr.

Paris, 24 Boulevard des Capucines.

What Uses Are You Most Interested In?

Check them on this slip and enclose it with your request for information, *written on your business stationery*. We'll show you what others are doing.

AMERICAN MULTIGRAPH
SALES CO.

1820 E. Fortieth St., Cleveland

Printing:

- ☐ Booklets
- ☐ Folders
- ☐ Envelope-Stuffers
- ☐ House-Organ
- ☐ Dealers' Imprints
- ☐ Label Imprints
- ☐ System-Forms
- ☐ Letter-Heads
- ☐ Bill-Heads and Statements
- ☐ Receipts, Checks, etc.
- ☐ Envelopes

Typewriting:

- ☐ Circular Letters
- ☐ Booklets
- ☐ Envelope-Stuffers
- ☐ Price-lists
- ☐ Reports
- ☐ Notices
- ☐ Bulletins to Employees
- ☐ Inside System-Forms

Important Announcement

Beginning with the issue of **THE BOYS' MAGAZINE** for May, 1913, our new rate of 50 cents a line (45 cents a line for quarter pages or more) goes into effect. This rate is based on a circulation averaging 90,000 copies monthly. Our circulation from May to September, inclusive, *should* average over 100,000, but we *absolutely guarantee* an average monthly circulation of 90,000.



You Can Get The Old Rate

of 30 cents a line (25 cents a line for quarter pages or more) for the issues of May, June, July, August and September, 1913, provided we receive your order, or reservation, on or before *March 25th*, 1913.

Here Is Your Chance

to get 90,000 circulation for five months at 30 cents a line or 25 cents a line for quarter pages or more. Present rate for quarter page is \$45, half page \$90. one page \$180. (720 lines to the page.)

The Boy of To-day Is The Man of To-morrow

A boy between the ages of 10 and 18 is most keenly alive to all impressions. Impressions made while he is a boy *stick* all his life. The things that impress him most are things that interest him most. There is nothing that interests him *more* than his *own* magazine. What he sees in that magazine he *believes*. He is interested in every line of it.

Don't concentrate all your efforts on *present* sales. Look ahead a little and educate *the man of to-morrow* on the merits of *your* product. This will give you a tremendous start on your competitors.

You can cover the entire juvenile field at the merest fraction of your appropriation.

This subject of educating the youth of this country has already been favorably considered by quite a large number of National advertisers. This is a mighty important matter and should receive careful consideration from every advertiser who has the "looking ahead" habit.

Last forms for the May issue closed promptly on April 1st.

THE BOYS' MAGAZINE

The Scott F. Redfield Company, Publishers
Smethport, Pa.

Western Representative, G. A. Wallace,

906 Hearst Building, Chicago

ket, however, and lost the fruits of his early advertising in endeavoring to prop up the failing interest.

REASON FOR ONE FAILURE

Here, then, was the reason for this failure—not an *advertising* failure, but a failure of *business judgment*. Unlike some other propositions, there had been no salient weaknesses. The public had declared for the article, the quality had been good, the design was attractive, the price was reasonable; the manufacturer had not been mistaken in gauging the public taste. Everything was there except one, and that one thing was uncontrollable: the duration of the public taste. This was a matter which the manufacturer in such a line ought really to have known. He should not have confused the abstract idea of serviceability or utility with the specific idea of a vanity box of that particular design. For the same reason, the advertising agent and the publishers ought to have known, though in their cases it is perhaps more excusable, it being a case in which no amount of investigation could have been of any possible value. It was merely a case calling for business judgment and had plenty of precedents both of success and of failure.

An experience which the manufacturer of a patent elastic fastener for corsets had in the magazines is characteristic of a good deal of short-time advertising which figures as "advertising failures."

This man had been connected with a corset house and the patent fastener had come to his attention. It was in some respects a decided improvement over the old-fashioned strings.

The manufacturer was very enthusiastic about the fastener, bought the patent, and began manufacturing in the corner of a small factory and found an agent to place his small account in two or three of the women's magazines. The advertising agent did not seem to share the manufacturer's enthusiasm, but did not

throw any cold water on it. The publishers took the representations at their face value.

After the advertising had been running nearly two months it began to be seen that it had not been heavy enough either to facilitate distribution or to move off the shelves and counters of the retail and department stores the few goods that had been sold. The first real investigation was made at the instigation of the publishers, and soon developed the fact that the women manifested no interest in it at all, but on the contrary saw in it simply one more newfangled contraption which, in the end, would cause more trouble than the old strings. The specific trouble was that it contained elastic webbing, and no woman could be made to believe that the elastic would keep its shape permanently.

On this showing, the agent added his advice to that of the publishers, and the manufacturer reluctantly cut short his advertising campaign and abandoned the manufacture of the article.

This was another of those things which are excellent in theory, but useless in practice, and this fact would have been revealed to all concerned if there had been any investigation in the beginning. There are hundreds of advertising campaigns which are founded upon no better kind of proposition than this was, and hundreds of ads that have been taken up by agents and accepted by publishers with no more inquiry. These all figure in the annals of business as "advertising failures," whereas in no instance of the kind was advertising given a real chance.

THE BOYS WERE NOT PLEASED

A somewhat different and rather interesting instance is afforded by a campaign undertaken by the manufacturer of a patent roller coaster for boys. It embraced several features that had not previously been embodied in a toy of this sort. By itself a well-constructed coaster probably would have scored a distinct hit.

The manufacturer, however, got the idea of working into it some fancy lines and rigging in order to take advantage of a fad of the day.

With this object of advertising it and giving it a national distribution, a campaign was undertaken in two or three of the national weeklies and a juvenile magazine. There was a quick response and a large number of the wagons went out, but after a time the demand slackened, and to such an extent that the advertising had to be canceled while an investigation was being made.

The trouble was instantly revealed: the fancy rigging was too much for the boys' practical taste. The whole boy world had at once taken an intense dislike to that type of coaster and unmercifully geyed the boys who came out with it.

In the face of that situation, nothing could be done except to revise the design. That has been done, but the advertising campaign will not be resumed for the present. Somehow or other, the manufacturer cannot dissociate the loss from his advertising. He is wrong, of course. The failure was altogether due to his poor judgment in putting out such a design without trying it out on the young idea. It was an instance also of letting the fad of the moment, which promised to add advertising value to the bare utility, run away with him. That is the particular shortcoming which interests us here.

THOUGHT HE HAD A PHENOMENON

A year ago an indulgent Eastern jobber in the hardware line took over from an embarrassed manufacturer the responsibility of the distribution of a patent kitchen tool or utensil embodying a variety of uses. He met with such success in marketing it through the usual channels of distribution that he found no difficulty, after some months of success, in believing that this was one of those phenomenal sellers that could be advertised to a big success.

He made a limited investigation

among his dealers in the nearby territory, canvassed his friends for their opinions, and gave the proposition quite a considerable amount of serious thought, with the upshot that he decided in favor of taking a little flyer or preliminary tryout in two or three national mediums.

He did so. The first returns seemed to justify his judgment. The campaign stretched out, the article seemingly continued to grow in popularity, and so on for a period of several months. Then came a wobble, a pronounced hesitation, and then, like a neglected clock, the campaign began slowly to run down. It was not bettered to any perceptible extent by an increase in the amount of advertising space taken. Finally, the jobber withdrew the advertising entirely, and within a few weeks the sales curve had dipped vertically down.

The jobber has the correct solution now. He realizes that he tried to make a race horse out of a very good draft horse. The kitchen utensil had served a very good purpose, but was one of those things which seem to answer a number of uses and are really in demand for only one or two, the rest of the combination merely getting in the way. So housewives and considerate husbands had bought it on the score of its novelty, and after the quota of these easy buyers had been exhausted, the market suddenly collapsed. It was a fad, pure and simple.

If the jobber had consented to make the campaign shorter and taken larger space for a short period, he could have accomplished more quickly all that he did, and have saved time, money and worry. The advertising had done all that could have been expected of it. It was not exactly a failure, because the jobber escaped with at least a part of his profits and the campaign achieved its purpose. The error of judgment which had led him to attempt to turn a modest achievement into a whirlwind success simply cost him a part of his profits.

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This Country Is On the Threshold of the Greatest Export Trade Development in the History of the World

American manufacturers are now engaged in establishing big trade in foreign markets.

American goods are destined to predominate in the world's trade.

The United States is the manufacturing center of the world. It possesses the natural resources and the manufacturing genius and produces by far the greatest amount of goods. The full development of its export trade, therefore, is but a matter of time.

The home demand in the past has been the only retarding factor in the building up of this export trade.

The immediate causes of the existing unprecedented attention to the foreign markets are:

1. Our manufacturers must have export business in order to enjoy a demand that will grow in proportion to the growth in their output. They have outgrown home demand.

2. The Panama Canal will soon throw open the doors of new markets and will establish export trade on an even more profitable basis than it has been.

3. Any reduction of tariffs in this country will tend to diminish home demand and make necessary the manufacturer establishing a world-wide trade, rendering himself thus independent of domestic conditions.

4. The United States Consular Service and Government co-operation have been placed on a practical basis and are of tangible service to manufacturers seeking foreign trade.

5. The American manufacturer has at his command a powerful and practically co-operative export advertising service in the **AMERICAN EXPORTER**. The benefits of this service are open to any manufacturer wishing to use them. This service simplifies his efforts for export business, solves his problems and makes known his goods among the largest buyers throughout the foreign markets.

Write for a copy of our new booklet.

"An Outline on the Correct Export Selling Campaign"

Sent free to any manufacturer.

AMERICAN EXPORTER

135 WILLIAM STREET

NEW YORK



FIRST DUCK: "Where's the old hen, who always grabs all the food?"

SECOND DUCK: "Oh! I pulled the bung out of that barrel, and now she thinks it's raining!"

Come On Out

and tell readers of *St. Nicholas* about your goods. Don't let the idea that children can't *buy* things keep you under cover.

You know as well as I do that all fathers and mothers gratify the wishes of their children in every possible case.

You want to have the young folks on your side when the *family* discusses the merits of your product.

DON M. PARKER
Advertising Manager
Union Square New York

Two or three years ago there was a very promising attempt to introduce a novel dress fastening into women's garments through the cutting-up trade. So promising did this appear in the eyes of both the inventor and the manufacturer that the two went into partnership.

AN UNLOOKED-FOR SNAG

Their enthusiasm as to the article was shared both by the advertising solicitor and the publisher's representative who first appeared on the scene.

All the preliminary steps were taken with what seemed to be an adequate degree of care. The fastener was placed in the hands of a number of widely separated individuals for testing, and they reported favorably. It was canvassed by agents through the dressmaking and cutting-up trade in a number of different towns and cities, and the opinion seemed to prevail generally that here were the makings of a very substantial success.

The firm was really a small partnership and the men at its head nursed no illusions as to the possibility of development without capital. They had, indeed, the idea of merely developing it to the point where they could sell out for a substantial consideration.

The prospects looked good, but before the campaign was very far under way, in fact, in less than a month after it had been advertised in two or three journals of national reputation, it was found that the cutting-up trade did not take kindly to it. It had been expected to build the fastener into the clothes. Some of the smaller manufacturers bought the right to do so, but not enough trade developed through this line to support the advertising campaign, and on this account the partners with small capital did not see their way clear to supplement the campaign, either through personal salesmanship or through a system of follow-up. It is more than questionable, after all, if any considerable success could have been made out

of it anyway, for, after spending a year or more in efforts of one kind and another in trying to place the invention where it would do most good, the partners eventually disposed of it to a clothing manufacturer, who has embodied it in his own garments, but has failed thus far to find it of any substantial selling help. It was the fad of a moment.

This experience proves conclusively that the fault was not with the advertising. The appropriation was not large enough to obtain a fair trial. The cutting-up trade might then have been won over. That is not a certainty, however. The clear duty of the manufacturers, the agents, and the publishers was to have extended the preliminary investigation in the cutting-up trade—the consumer in this case—and definitely ascertained if it were going to take kindly to it. With that settled, they should have arranged for an aggressive advertising or selling campaign. As it was, their investigation was too restricted and failed to reveal the fundamental weakness of the selling plan. It did not give advertising a chance; it was not an "advertising failure."

NOTE—The next article in this series will cite a few of the many instances where advertising and selling campaigns have been wrecked by dissension in the house, while advertising has been wrongfully left holding the bag of responsibility.

TESTS TO DEDUCE ADVERTISING "LAWS"

W. A. Shryer, of Detroit, has entered the University of Michigan with the idea of discovering practical results for advertising men from experimental psychology. Mr. Shryer's experiments will in some cases be performed with the aid of students and the actual conditions under which advertisements are often read, follow-up literature received, etc., will be reproduced as far as possible in Mr. Shryer's office. From studies and tests made under such conditions an attempt to deduce certain laws for advertising will be made.

The De Witt K. Cochrane Advertising Agency, of Chicago, has recently admitted R. J. Mooney to partnership. Mr. Mooney has been associate publisher of the *Inter-Ocean*, and was formerly connected with the New York *Tribune*.

Five Times One Are Five—to-morrow morning

Over two million readers of *The Youth's Companion* will sit down to breakfast to-morrow morning.

At noon and at night they will be back at the well-provided tables.

Companion families average five.

What breakfast food, what brand of flour, whose foods or desserts will they order?

One thing is certain: in Companion homes, the paper is the Companion of all the family, and there is no surer approach to family favor for the advertiser than an appearance in its columns.

Every copy of *The Companion* means a home.

THE YOUTH'S COMPANION

Perry Mason Company, Publishers
BOSTON, MASS.

New York Office: 910 Flatiron Building
Chicago Office: 122 South Michigan Boulevard

WHAT HOUSE-ORGANS COST

APPROPRIATIONS MADE BY LEADING CONCERNS TO MEET COSTS OF COVERS, EDITORIAL WORK, ILLUSTRATIONS—HOW VARIOUS COMPANIES APPORTION THIS EXPENSE—EDITIONS WHICH RUN INTO MONEY

By C. R. Lippmann.

The first thing that strikes the eyes of the addressee of a house-organ is the cover. As the magazines are generally sent under one-cent postage, and therefore have to compete in initial attention with other printed matter, it is generally agreed that an attractive cover is highly important. Many firms publishing house-organs go to considerable expense in this respect.

For example, Edward Hungerford, advertising manager of the Wells-Fargo Express Company, says: "We are engaging expert poster artists to give us a type of cover that shall be distinctive, original and attractive. We change our cover every month." Says R. O. Eastman, of the advertising department of the Kellogg Toasted Corn Flake Company: "We do everything we can to make the covers just as attractive as possible. The cover proposition is just as vitally important to us as to the average magazine. We consider that we have just as much of a selling proposition in trying to sell the man on our list our advertising arguments in exchange for the time it takes to read them, and the more interest we can put in our cover or in any other feature of the magazine the better we believe it to be."

Finch, Van Slyck & McConville, according to C. E. Lawrence, advertising manager, "usually spend \$50 for design and plates." So do the Taylor Instrument Companies, whose advertising manager, M. A. Pollock, thinks it "adds a great deal to the effectiveness of the organ."

This principle applies also in cases where the house-organ goes only to employees. The *Western Electric News*, published by the

Western Electric Company, has covers designed by first-class artists and vying in attractiveness with those of a popular magazine. The same applies to *The Telephone Review*, which goes to the employees of the Bell Telephone Companies centered in and about New York.

When the house-organ edition is large, naturally the amount chargeable to the cover can climb in proportion. On this point the attitude of the house-organ firm is well expressed by W. S. Wertheim, advertising manager of Pratt & Lambert. "We feel that any expense we go to," he says, "to secure the right kind of covers and plates to reproduce them is justified, because it is such a comparatively small item, considering the total cost, and usually makes a great difference in the attractiveness and appeal to the recipient. Of course, the fellow who has comparatively small circulation or edition would necessarily need to give this problem more serious thought. We do not feel that we go to any unreasonable expense. We have had one difficulty, and that is to secure a competent artist to spend considerable time in our own plant to get our covers technically right without an unreasonably high charge for the time spent in working out the drawing from a technical standpoint."

COVER COST AS AN ITEM

The M. Rumley Company spends \$12 a thousand for covers alone, which are printed in three colors in one run for six months ahead. In order to produce variety, there is a mortise left in which a different halftone in black is inserted every month.

To secure the benefit of large edition economy, the Genuine Bangor Slate Company uses a "tip-on" in four colors, printed in 100,000 lots. This is a standard feature on every cover, and permits a change of color effect every month, through using different-colored cover stock and a different color scheme of ink on the balance of the cover.

Not all successful house-organs,

Will You Spend or *INVEST* this Evening



Frankly—this question must be answered by every conscientious advertising and selling man in a way that satisfies his common (business) sense.

George Eberhard told the National Sales Managers Association, "Another profit-losing habit comes from the development of a disposition to feel that a past record means there is very little left to learn. It is a state of mental satisfaction—*an aptitude for everything not serious when away from the office.* This habit cuts into the profit because decisions are left for others, the future neglected and competitors under-estimated."

Few advertising men and selling men have acquired this habit, we believe.

We want you to read SYSTEM to-night.

The articles listed here will stimulate your thought, suggest new ways of doing old things and put you in a frame of mind that will make to-morrow a more productive day than usual.

Using Special Lists in Advertising.

This clothing merchant gets more business by anticipating buyers' needs, based on sales, and using the information to good advantage.

How I Gave My Store a Personality.

By knowing his goods—knowing his customers—and using different methods, in making himself known—this retailer made his store "stand out".

Turning News Items Into Successful Advertising.

How two concerns increased business by the timely use of news items.

The Burden of Proof in Selling.

How sales are promoted by making it easy for buyers to test goods without risk.

Advertising Bonds and Insurance.

How a large bond house and a number of life insurance companies make sales through educative advertising.

How Changing a Closing Paragraph of a Form Letter Increased Sales.

Showing the very paragraph that did the trick. A pointer for the correspondent.

Selling Against Prejudice.

The experiences of seven salesmen, telling how prospects' prejudices were used to advantage in getting their names "on the dotted line".

The Point of Contact in Correspondence.

Getting to the selling point instantly, and making it "produce". Nine examples of letters that pulled because written from the viewpoint of the reader.

And many other articles of specific value for the advertising man and selling man—all in the great March SYSTEM.

WRITE and CUT

The undersigned* desires, *Free*, the next 3 issues of SYSTEM in order to read the articles of interest to advertising men and selling men.

Or, better still, enclosed find \$2.00 in payment for a full year's subscription to SYSTEM.

Name

Firm

Title

Address

*Who must be actively interested in his concern's advertising to reach men.

SYSTEM

THE MAGAZINE OF BUSINESS

44-60 East 23rd St., New York

Wabash Ave. & Madison St., Chicago

however, treat the cover from such a preferred standpoint. E. Cohn, advertising manager of the Kahn Tailoring Company, says: "We seldom go to great expense in the preparation of our covers. Inasmuch as the entire paper is printed in two colors throughout, we are not put to extra expense by the use of color on the cover. Occasionally we use a half-tone or duo-tone of a specially drawn wash-drawing. We believe our most effective covers were those in which were set, in bold type in a panel on the cover, the salient features of the issue."

The Bessemer Monthly uses no cover at all; yet has had a long and meritorious career.

For editorial work, the general rule seems to be to make no allowance, because the matter is furnished by the salaried staff of the advertising department or by other employees. However, there are exceptions. Pratt & Lambert "at times had advertising men and others who were in a position to write intelligently about merchandising and selling problems contribute, and in this connection have paid as much as four cents a word." C. M. Fairbanks, advertising manager of Browning, King & Co., says: "I buy my illustrations and reading matter in the open market."

L. W. Ellis, publicity manager of the M. Rumley Company, estimates that "our editorial work probably cost about \$700 in 1912, although no accurate time record was kept." P. L. Thomson, advertising manager of the Western Electric Company, states that "the cost to the magazine is approximately \$300 monthly for editorial work."

Modern Sanitation, of the Standard Sanitary Company, buys considerable material in the open market, largely from technical and popular writers in its own sphere, and pays a good price for such contributions.

Presto News, of the Presto Collar Company, had Montague Glass write one of his characteristic stories for one of its issues, paying handsomely for the treat to its readers.

The Wells-Fargo Messenger each month contains a contribution by some well-known magazine fiction writer. But such cases seem the exception in house-organdom.

Some house-organs are written or edited by a man who devotes his entire time to this work. This applies, for example, to the *Timken Magazine*, written largely by Myron Townsend, of the staff of the Timken Roller Bearing Company; to the five Sherwin-Williams' house-organs, whose editor is Mr. Greene; also to the *Hartford Agent*, published by the Hartford Insurance Company.

ILLUSTRATION EXPENSES

In the matter of illustrations there is a wide variety of practice. Some house-organs contain none. The majority do. The Bessemer Gas Engine Company, for example, spends for illustrations approximately \$15 per issue. The Packard Motor Car Company spends, according to F. G. Eastman, of its advertising department, about \$500 on every issue for plates and illustrations (including the cover).

The Taylor Instrument Companies spend from \$50 to \$125 an issue for illustrations. The Western Electric Company about \$200 a month, the Kellogg Company about \$175 to \$200 a month (including cover).

Between these extremes are the many firms publishing house-organs with a monthly expense of from \$25 to \$50 for illustrations.

The cost for illustrations can be reduced by using cuts that can be made, or have been made, to serve for other purposes. For example, the annual number of *Welch's Magazine* is a 26-page and cover magazine, resembling in size and typography *Collier's Weekly*. This resemblance is also observed in the make-up. Advertisements appear in this issue about as they would appear in a number of *Collier's*. Each ad is a reproduction of the series of advertisements which the company expects to run through the year. This includes some two-

color full-page ads, such as will be used "in a complete list of standard magazines." The two center pages contain natural-color reproductions of the Welch car cards, window trims and cut-outs to be used during the year.

An interesting question, which is just about beginning to find recognition in advertising circles is the bookkeeping policy with regard to appropriations in general, and house-organ expenditures in particular. The time is passing when every bill with the O. K. of the advertising manager is simply charged to advertising account.

The Packard Motor Car Company considers the "cost of the house-organ is a separate charge in advertising department expense." The Taylor Instrument Companies; too, "charge up the cost of our house-organ to an account carried in its name, which is a subdivision of our advertising expense."

The Western Electric Company, whose house-organ goes only to its employees, "classifies

the expense of our magazine into general company expense." In a similar way, the Kahn Tailoring Company "charge the cost of our house-organ to our 'agents' expense' account, as we look on it as an assistance to our agents, rather than an advertising proposition." Here is opened an interesting vista for the future treatment of the cost of "dealer helps" from an accounting point of view.

Browning, King & Co. supply a good portion of their 100,000 house-organ edition to their sixteen or more branch stores, saying: "We make a fixed charge per thousand to our stores for this service."

The Carter's Ink Company, according to Arthur W. Taft, advertising manager, represents the sub-division of charges from a different angle. Says he, "Our house-organ is charged entirely to advertising. As a matter of fact, you appreciate that we are type-writer ribbon and carbon manufacturers, as well as ink, and we keep separate accounts for the two

Covering a Specific Field

is a difficult matter, at best. To reach every important official is well-nigh impossible.

But, when a publication has been the leading paper in its field for over thirty years, is recognized as the final authority and believed in by every man in the industry, certainly it stands to reason that it pretty well covers all the field worth covering.

This is what *THE COLLIERY ENGINEER* offers to manufacturers of machinery and other equipment used by coal mines:

An 11,000 monthly circulation, 94% of which is composed of men who influence the purchase of equipment.

A paper wholly technical and of interest only to coal mining officials.

A paper devoid of nonsense and pet ideas and theories of editors.

A paper representing the best thought and practice in coal mining for over 30 years.

Sample copy and rate cards?

The Colliery Engineer

Formerly
Mines & Minerals

THE COAL MINING MONTHLY
Published at Scranton, Pa.

More Than 10,000 Use It



including 90% of the very large concerns in all lines throughout the United States.

They buy it for the sole purpose of using it as a guide for their Purchasing Departments.

Advertising in the book is sure to be seen by all of its subscribers when they are looking for the article advertised. None of our subscribers will look for it elsewhere. They have bought THIS work for this purpose.

Used as a Purchasing Guide by more concerns and bigger concerns than all other trade papers and reference books combined.

From the Purchasing Agent of the **STANDARD OIL CO.**: "No Purchasing Department is properly equipped to do business without this Register."

From **OIL WELL SUPPLY CO., Pittsburgh**: "We have looked into the Register carefully and find that it is the most systematic and up-to-date book of its kind to our knowledge."

From **ARMOUR CO., Chicago**: "We have obtained much benefit from previous issues, and are pleased to place our order for your 1912 edition."

From **THE MIDDLE STATES COAL & COKE CO., Olmstead, W. Va.**: "We are greatly pleased with the book and find it the most complete and comprehensive guide for Purchasing Department that has ever come to our notice."

From **THE CUDAHY PACKING CO., Chicago, Ill.**: "We have been using this book for a number of years. We would hardly want to get along without it."

parts of the business, so that we charge part up to ribbons and carbons and part to ink and adhesive advertising."

Somewhat similar is the accounting policy of the Kellogg Company, the cost of their house-organ is "pro-rated between our products and charged to miscellaneous advertising." The Victor Talking Machine Company charges the cost against "circular advertising."

PRINTING COSTS AND CIRCULATIONS

The cost of printing a house-organ is simply a question of printer's charges of producing so many booklets. But in view of the regularity with which they are issued, the cost per monthly edition per thousand is generally somewhat lower than that of other booklet work.

The Packard Motor Car Company pays \$2,000 a month for a 30,000 edition. The Western Electric Company, with an issue of 22,000 copies, pays \$1,000 a month for printing. The Kahn Tailoring Company, with an issue of 3,000, pays \$70 a month for this purpose. The Taylor Instrument Companies, with an edition of 5,000 and a 12-page, large-size publication, pay \$28 per thousand and \$14.42 per thousand for additional copies. The Kellogg Company says, *Kellogg's Square Dealer* costs us about \$15.50 per thousand." The *Voice of the Victor* costs about \$2 per thousand. The cost of the 15,000 *Bessemer Monthlies* is \$10 per thousand. The Sullivan Machinery Company foots a printer's bill of \$35 per thousand for its rather attractive house-organ. The Cramer-Krasselt Company states that "the cost of printing our house-organ, *Advertising Wisdom*, averages from \$50 to \$100 per thousand complete, in lots of 5,000 to 10,000. This includes illustrations, cuts and editorial work."

The 30,000 copies of the *Silver Standard*, issued by the International Silver Company, cost about \$10 per thousand.

Some house-organ appropriations run pretty well into thou-

sands. The maximum expenditure in this field is probably reached by the Timken Roller Bearing Company, who spend \$50,000 a year on their *Timken Magazine*, and the Standard Sanitary Manufacturing Company, with a \$40,000 house-organ fund.

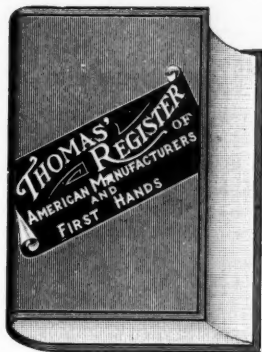
At the opposite pole are the modest home-made house-organs, run off on a duplicating machine. According to Tim Thrift, advertising manager of the Multi-graph Company, these can be produced for as low as \$10 in one-thousand lots, not including, of course, the cost of editorial work or illustrations.

The Sherwin-Williams Company, as stated before, publishes five house-organs. *The S.-W. P.* is published six times a year, according to A. W. Greene, editor of magazines, four times in the spring and twice in the fall. "Two of these issues are special issues, describing our advertising campaign for either the spring or fall. These, in most cases, contain several order blanks, special inserts, etc., and run about 15 cents a piece. The regular issues run between seven and ten cents each.

The Colorist has a larger circulation, about 13,000. This reduces the cost, which runs between five and six cents a copy. This includes one-cent postage. *The Spectrum*, with a smaller circulation and more care and finer stock, runs somewhere between eight and eleven cents a copy. *The Home Decorator*, with a circulation of about 10,000, 4,000 of which is paid subscription, runs between three and four cents a copy. We are great users of the four-color process. This feature proves very effective in *The Colorist* and in *The Spectrum* particularly. For *The Spectrum* we use the finest quality of stock, of ink and cuts and spare no expense in its get-up. We try to make this magazine just as artistic as possible, as the artistic side of printing appeals to the architect as much as anything else."

From an analytical standpoint it is not so much a question of

5th Edition



3,600 Pages
300,000 Names
60,000 Classifications
Price, \$15.00

Equal in extent and size to Ten Average Directories—but it bulks only 4 inches, owing to the special Imported Encyclopaedia Paper used.

For the Buyer and Purchasing Agent

Instantly furnishes the names of sources of supply for any article or specific kind of article (60,000) with the capital rating of each. Gives ALL names. Saves time and trouble.

For the Sales Manager, and for Mailing Lists

Instantly furnishes complete lists of manufacturers in any line desired, showing the capital rating of each name, at a fraction of the time and expense involved in otherwise securing the information.

Furnishes all the mailing lists you can possibly require (except dealers) at a total cost of \$15.00 per year.

The Double Classification Method obviates the troublesome duplication of names that is encountered in the use of any other classified book.

It is not designed to replace the Mercantile Agency Books, but is equally necessary and valuable, furnishing information for Buyers that they cannot get from such books, and saving the Sales Department the expense of selecting Lists.

Thomas Pub. Co., New York

Chicago Agent, F. S. Williams, 20 W. Jackson Blvd.

What profiteth it a man to save a little at the commission spigot, if he lose largely at the service bung-hole?

The BATES ADVERTISING CO.
5 Distinct Departments uniting on Sales
15 SPRUCE STREET, NEW YORK

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

how many hundreds or thousands of dollars per month should be allotted to the house-organ. A better way of approaching the matter is: "How much per year is it worth to us per customer or prospect to keep him or get him lined up with a house-organ?"

One manufacturer finds that this costs him 84 cents per year per name that is, or ought to be, on his books. Viewed in this light, the cost of house-organs generally runs from 50 cents to \$1 per name per year.

The two factors that must be balanced in this equation are formulated for these considerations: "What is the customer or prospect worth to us?" and "How much can we afford to spend for this purpose?"

HARVARD WANTS A COMPLETE FILE OF "PRINTERS' INK"

HARVARD UNIVERSITY
The Graduate School of
Business Administration

CAMBRIDGE, MASS., Feb. 25, 1913.

Editor of PRINTERS' INK:

In connection with our work in the Harvard Graduate School of Business Administration, we are trying to build up a business library which will be considerably in advance of anything of the sort hitherto collected.

In connection with the collecting of material for this library, Dean Gay has asked me whether it would be possible for us to get a complete file of PRINTERS' INK. Knowing how extremely rare such a file is, I am writing to ask whether you can suggest any way in which we could get in touch with subscribers or others who have partial files which would be of use to us in trying to get together a complete set.

With the co-operation of Mr. A. W. Shaw, we have been able to secure a complete set of *System*, and we are extremely anxious to have PRINTERS' INK represented in our files with something like completeness. These back numbers, if placed on file here, would be available for consultation by anyone; and it seems to us that it might be possible that files which are now difficult of access in private offices might, in this way, have their usefulness very greatly enhanced.

Any help you can give us in getting in touch with owners of complete or partial files of PRINTERS' INK, we shall very greatly appreciate.

PAUL T. CHERINGTON.

B. C. Eldredge, late of the advertising department of the *Memphis Commercial-Appeal*, is now in the advertising department of the *St. Louis Post-Dispatch*.



Who cannot recall some striking old tree on a country road or perhaps a unique monument on a busy corner, either one a never to be forgotten landmark?

Every person who passes this corner knows it is there (even the blind are told about it.) Furthermore its very image is indelibly impressed upon the

minds of the people through constantly seeing it.

And this is the secret of the great force of Outdoor Advertising. A Painted Bulletin stands on a busy corner as faithfully as the old tree or any other permanent object stands on the country road.

People walk, ride and drive in front of it every day in the year. It also grows to be a landmark and the name of the product it advertises becomes just as familiar to the masses as the name of a street printed on the corner of a building.

Or perhaps the advertiser's trade-mark or package is featur-

ed in natural colors. The public becomes as thoroughly acquainted with the form and colors of these as they do with the old tree or anything else seen repeatedly every day.

"But," you may ask, "is familiarizing a firm name or product the sole object of advertising?" No, but it is the most important function of publicity especially on articles of general consumption.

The best known brand is usually the one asked for. It is only human nature to believe the best known product is the best to buy and use.

The "best" and the "best-known" seem to be inseparably

connected—one presupposes the other.

Then again, the better acquainted people become with an article or name through the bulletin the more apt is the eye to alight upon it in other advertising matter.

Outdoor Advertising has made products more familiar to the American people in the last score of years than many names of persons and objects carried down in history through the ages.

We can furnish you an estimate for a Painted display in any or every city in the country.

CHICAGO

J. H. Osack Company

NEW YORK

SALES DEPARTMENT

Out-Door Advertising Association

TO RELIEVE MANUFACTURERS OF TRADE-MARK FORMALITIES

CO-OPERATIVE BUREAU MAY BE ESTABLISHED TO BE DEVOTED TO THE RECORDING OF ALL TRADE-MARKS AND NAMES IN USE WITHIN A GIVEN FIELD—MONEY AND TIME SAVED IN SECURING REGISTRATION

Special Washington Correspondence

Is the time coming when manufacturers in each and every important line will have their own trade-mark bureau?

A move which seems to pre-empt something of this kind is the latest development in the trade-mark field and it would seem to indicate a trend that is alike interesting and significant.

The need for some measures that will simplify trade-mark problems, and particularly trade-mark registration problems, for the average manufacturer, has been increasingly apparent for several years. The modern tendency to specialization which is manifest in so many lines would seem to offer the logical solution for many of the trade-mark problems and that is the means which it seems is to be employed.

Here at the outset it may be well to take due cognizance of the fact that there is agitation in certain quarters that seeks to have national bodies, such as the general organizations of business men, regularly devote attention, through permanent offices, to trade-mark matters, and it is more than possible that something will ultimately come of this proposal. But the newest, the most interesting and, shall we say, the most promising, angle of the situation is disclosed by the current move to have manufacturers whose interests are mutual, because of the production of a common product, co-operate to improve trade-mark practice as it affects their particular field of activity.

Specific application of this new principle has not as yet been made, but such move is in prospect on the part of several organizations of manufacturers, notably the



Rapid Fire Results

Imagine a National Medium in which you can insert copy on a Monday, and from which you begin to get returns the following Monday! Sounds too good to be true? But it IS true of



"America's Greatest Family Weekly"

The evidence is on file.

Of what other mediums can such a claim be made—and proven?

With a rate of only 75 cents per line, flat, and a national circulation of over 263,051 (average for 1912), GRIT is certainly a remarkable try-out medium.

In fact it is considered THE standard medium for this purpose. "If it doesn't pay in GRIT, it doesn't pay anywhere," is a recognized advertising axiom among Advertising Agents.

This same immediate responsiveness of GRIT readers is also available to GENERAL ADVERTISERS.

What makes it all the more valuable is, that 80 per cent of GRIT circulation is in towns of 5,000 or less, a field otherwise hard to cover.

94.3% of this circulation is delivered by GRIT'S own boy agents right into the homes of GRIT readers. Naturally they are within easy reach of stores.

The foregoing explains why you find in the columns of GRIT the foremost General Advertisers (names on request) and the foremost Catalog Houses and other Direct-Return Advertisers (names on request).

If your proposition is new, the most profitable testing ground for it is GRIT.

If your proposition is old, GRIT offers you "new worlds to conquer"—new, sure and profitable consumerlands.

THE GRIT PUBLISHING CO.,
Williamsport, Pa.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

Silk Association of America, which is permitted under its by-laws to establish such a bureau. Ramsay Peugnet, the secretary of the Silk Association, is now seeking for suggestions in line with this proposal.

It requires no vivid imagination to foresee the time when manufacturers' trade-mark bureaus will have wide scope—extending, say, to the suggestion of trade-names and the designing of trade-marks for members of the supporting associations. But at the outset the scheme contemplates primarily the private trade-mark registration bureau devoted to the recording of all the trade-marks in use in a given trade or manufacturing field.

SCOPE OF THESE BUREAUS

Needless to say there is no thought to have such private bureaus in any sense supplant the Division of Trade-Marks in the U. S. Patent Office, where trade-marks are accorded Governmental registration; nor the state trade-mark bureaus maintained in some of our commonwealths; nor yet the trade-mark institutions of the various foreign governments. Rather will such a private co-operative bureau supplement the state and Governmental trade-mark institutions. But the fact that the private registration will be strictly non-official in character will not prevent it from being of more genuine tangible value to the busy manufacturer than that of many of the institutions vested with greater authority.

In a word, the manufacturer with recourse to a dependable trade-mark bureau, supported jointly with the other manufacturers in his field, should, when the plan is in full operation, have to bother his head but little regarding the official trade-mark institutions either in this country or abroad. The private bureau, if the scheme works out, can, in nine cases out of ten, act as an intermediary between the individual manufacturer and the machinery of official trade-mark registration at home and overseas. And, by its placing at the disposal of the

manufacturer the knowledge and experience of experts, the business man will be saved time, money and mental wear and tear.

Most obvious, in theory, of all the benefits to be conferred by a manufacturers' trade-mark bureau is that it will place at the disposal of every client at all times a complete and absolutely dependable list of all the trade-marks in use or which ever have been in use in his trade field. What this would mean can, perhaps, be fully appreciated only by the manufacturer who has made more or less of an investment for a trade-mark, only to find, when it came to a "show down," that some other interest had already preempted the idea.

"But," I fancy I hear some person querying, "would not this same purpose be served by a 'search' of the records of the U. S. Trade-mark Division of the Patent Office at Washington?"

COMMON LAW BETTER THAN PATENT OFFICE PROTECTION?

By no means, owing to the fact that in every manufacturing line there are a greater or less number of trade-marks which have not been registered at Washington. There are some manufacturers who, though they have unquestionably eligible trade-marks, refrain from registration because they or their lawyers have little faith in the efficacy of Patent Office protection and prefer to take their chances under the common law. And there are many other trade-marks which are not registered because they are barred under the law. In some instances no attempt is made at registration, the owners realizing that they have selected proper names, geographical or descriptive words which are prohibited. In other cases manufacturers have selected trade-marks with every expectation that they could be registered, but when, through unexpected circumstance, a rejection ensued these manufacturers have decided not to abandon the trade-marks. Perhaps such a mark may appeal to a manufacturer as so good that he will forego registra-

tion for the sake of retaining it, or he may have made a heavy advertising investment ere the trade-mark was rejected at Washington, and elect not to lose the effect of this publicity.

So much for the limitations of the Patent Office in applying a test as to the novelty and originality of a newly proposed trade-mark. But there is another side to the matter—namely the expense. A manufacturer desirous of ascertaining whether a newly selected trade-mark is in conflict with anything already registered at Washington can have an "examination" of the files in his particular class made for a fee as low as \$5.00, but the records of the office show that *comparatively few manufacturers make this economical preliminary move*. Perhaps it is because the average originator of a trade-mark is in a hurry to secure Governmental sanction. But whatever the explanation, it comes about that in most instances the initial move is

to make formal application for the registration of a trade-mark. With allowance for Patent Office and attorney's fees and other expenses, that means an outlay for the manufacturer of anywhere from \$35 to \$75. Now it goes without saying that an occasional rejection (which might have been avoided) with such monetary penalty will easily prove more costly to a manufacturer than would his annual assessment for the maintenance of a private registration bureau within the trade. And this without saying anything about the loss of time in awaiting a verdict which cannot be secured from the Patent Office in anything like the quick time in which a private trade-mark bureau ought to turn around on a manufacturer's inquiry.

SITUATION IN FOREIGN COUNTRIES

All the above, of course, takes no account of the trade-mark situation in foreign countries, which

Working at a long distance from headquarters develops unprofitable habits or weaknesses in salesmen and demonstrators.

We direct and check such work for you on the Pacific Coast more efficiently than a costly branch.

Write us confidentially and see if we can not help you increase your Coast profits

"Eberhard Service"

THE GEO. F. EBERHARD COMPANY

Incorporated 1891

Introducing-Advertising-Selling

SAN FRANCISCO

Seattle

Los Angeles

Portland

Seven to One

If the greatest magazine in this Country can make good reaching every seventh creditable home in this country, how much better can the

Local Daily Newspaper in New England

do when it reaches *every* creditable home? This is what the local daily Newspapers *do* in these six New England States.

The local daily that gives you seven times the power of the greatest magazine will at least create seven times the demand for your goods.

Concentrate in New England dailies and prove this proposition.

These seven-to-one papers are in communities where your goods can be placed on sale, easily and cheaply.

"The daily newspaper is the hub of the advertising wheel, and if a great many of our national advertisers to-day were not expecting toy-wagon campaigns to produce carload efficiency they could better appreciate the truth of this statement."

W. H. JOHNSON,

Before Convention of American Association of Advertisers.

Any of these 10 cities will make a good starting point, and it is suggested that you write them regarding trade conditions, sales help, etc.

<i>Meriden, Ct., Record</i>	<i>Springfield, Mass., Union</i>
<i>Burlington, Vt., Free Press</i>	<i>Salem, Mass., News</i>
<i>New Haven Register</i>	<i>New Bedford</i> <small>Standard and Mercury</small>
<i>Waterbury, Ct., Republican</i>	<i>Lynn, Mass., Item</i>
<i>Worcester, Mass., Gazette</i>	<i>Portland, Me., Express</i>

is becoming of ever-increasing importance as American manufacturers extend their trade-seeking campaigns to the territory overseas. All that has been said regarding the tedium and expense of a United States Patent Office test of the eligibility of a trade-mark is true of the Governmental trade-mark system in every foreign country, and if it be desired to secure registration in a number of foreign countries the manufacturer faces the prospect of expending a very considerable amount of time and money on an uncertainty. It is difficult to overestimate the value of a private trade-mark bureau which, through being up on trade-mark practice in its especial field, throughout the entire world, could give a subscriber dependable information as to the probable fate everywhere of a designated mark. An even greater boon would be conferred, of course, if the private bureau could go a step farther and (through correspondents or otherwise) undertake for its subscribers the registration of new trade-marks in all foreign countries simultaneously with the filing of an application in the United States Patent Office. This course would result in sparing manufacturers the unpleasant experience, that has come to so many of them, when they have discovered that their trade-marks have been registered in foreign countries—frequently by unscrupulous persons whose only object has been to “hold up” the tardy manufacturer for a round sum ere he could gain possession of his own original trade-mark.

In order to render service the manufacturers' trade-mark bureau must have an absolutely complete and correct list of all marks in its field. Presumably every manufacturer who is a subscriber to such a bureau will gladly supply all data relative to his existing or prospective trade-marks, but it will not be sufficient to rely upon such sources of information, nor yet upon the records of the United States Patent Office—for reasons above given.

Foremost Advertising Medium In Its Field

The only evening paper in the rich city of Portland, Me., is the

Portland Maine Evening Express

Every family in Portland that reads an evening paper reads the EXPRESS.

Circulation more than 19,000. Leads in everything—foreign, local and classified advertising and NEWS.

JULIUS MATHEWS, Representative.

Exceptional Opportunity for Young Man With Business and Advertising Experience

We want a young business man to organize and take entire charge of a new department in our sales force; a man with ideas and enough energy to put them through; a man who can originate and combine good direct mail work with strong business - getting ability and co-operate tactfully with our present salesmen; the business is full of legitimate opportunities, is international in scope, and the salary for this position will be as big as the man can make it. Box 54, care of PRINTERS' INK.

A live up-to-date newspaper, in a city of over three hundred thousand inhabitants, wants an experienced, classified and mail order advertising man. State experience, salary desired. All communications treated confidentially. Address, Box 53, care of Printers' Ink, New York.

*"You ought to get
\$5.00 a year for
PRINTERS' INK"*

writes one advertising man. Probably we will some day, but why not take out a subscription now—at \$2.00 a year or \$5.00 for 3 years—while the rate lasts?

*Printers' Ink Pub. Co.
12 West 31st Street, New York*

The man in charge of a private bureau should needs be an expert on trade-mark practice who cannot only handle the routine of official records, but can also, by reason of his knowledge of trade-marks and of his own manufacturing field, "keep tabs" on all the marks that are in use at home or abroad, and the new ones which appear, no matter whether on the goods of members of his association or outsiders in the same line.

Such a man should be able not only to act as an "intelligence officer" for subscribers to the bureau but he should also be in the best possible position to advise his manufacturers in the selection of new trade-marks or to devise such new marks on demand. His knowledge of what had been done in the trade in the past and what was being done in the matter of trade-marks ought to enable him to hit the bull's-eye at the first shot, in so far as all the technicalities of trade-mark practice and the avoidance of duplication is concerned. And, by the same sign, this expert should be in a position to enable the newcomer in the field to conform to the fashion of his particular trade. For, as is well known, many a manufacturer likes to conform to what might be termed the fashion in trade-marks in his field. If all his competitors are using coined words, he proposes to follow suit, and similarly if autograph signatures or pictorial designs are the rule he selects a trade-mark in accord.

DORR TO REPRESENT "HOUSEWIFE" IN NEW ENGLAND

Charles Dorr has been appointed New England representative of *The Housewife*, with offices at 6 Beacon street, Boston, Mass. Mr. Dorr was at various times connected with the Pullen, Bryant Company, the *Christian Endeavor World* under George Coleman, the *Home Magazine* and *The Reader* in New England. Following the merger of the *Home Magazine* and *Uncle Remus's Magazine*, Mr. Dorr represented Walter C. Kimball in Boston, and since January, 1912, has conducted the business of a special representative, looking after the advertising interests in New England of the *Sunset Magazine* and the *Christian Herald*.

THINKS "CAVEAT EMPTOR" STILL HOLDS GOOD

JOHN MCNAUGHT, OF THE NEW YORK "WORLD," SAYS THAT ALL ADVERTISING NOT DISTINCTLY FRAUDULENT SHOULD BE ADMITTED TO THE PAPER WITHOUT QUESTION—WHY HE THINKS THIS OLD RULE SUFFICIENT

The substance of the message of John McNaught, of the New York *World*, before the Republican Club of New York City, March 1, was that the rule of "Let the Buyer Beware," should be the attitude of the publisher toward the advertising which he accepts.

This interesting sidelight upon the policies of one of the leading papers of the country was brought out in a discussion of the "Liberty of the Press," participated in by several speakers. Mr. McNaught, who is one of the *World's* editorial writers, very frankly conceded that the people of the country were dissatisfied with the newspapers; he was convinced that this dissatisfaction is part of the feeling of discontent of the American people toward all of their existing institutions. Mr. McNaught said that as a nation we have grown bigger than our clothes. After discussing the policies that should underlie the news columns and the editorial page, Mr. McNaught said in substance:

"It is easy enough for us to agree that a newspaper should not publish advertisements which lie. But who, I ask, is to render judgment upon whether they do lie or not? Let us suppose that a certain big store brings to the advertising office an ad which says that it is conducting a sale where goods will be sold more cheaply than they ever were before. Suppose that another store brings in an advertisement which says the same thing. Should the advertising manager go to both stores and bluntly ask them whether they are lying? I would rely rather upon the old habit of threshing matters out before a jury, and in

New Haven

(Connecticut)

Register

Here is a two-cent evening paper which, in spite of competition, stands head and shoulders above the others in its field in quality and quantity of circulation.

This fine newspaper in Connecticut's biggest city gives advertisers the greatest results of any New Haven paper.

Carries most Classified Advertising.
Carries most Local Advertising.
Carries most Foreign Advertising.

JULIUS MATHEWS, *Representative.*

"Analytical Advertising"

By W. A. Shryer

is a book YOU should possess. Received "special mention" in every list of advertising books of the year. A workable text-book of Advertising Psychology.

It is the first and only book to publish actual results of successful advertising. Over a third of its pages devoted to tables of real results, giving a line on over 350 mediums.

It is a recognized Standard. "Easily worth \$15 to any man writing or using advertising," declares A. W. Shaw of System.

We will put it on your desk day after tomorrow for \$3.00, postpaid. Your money back if not satisfied.

Business Service Corporation
710 King Building Detroit, Michigan



Our Free Offer Continues

Our offer to furnish gratis an advertising-printing report on any advertiser's booklet has met with a response far more generous than we anticipated. Our report on your booklet will consider general design, page make-up, engraving, press-work and every typographical feature that enters into the making of a forceful booklet. Send yours NOW

Our wire is Spring 8971

Wm. R. Robinson Co.
PRINTERS
153 Lafayette Street, New York

AN \$11,000 FIND

The vice-president of a large publishing concern leafing over one of the new books on advertising, picked up an idea that resulted in a net increase of \$11,000 in one year.

We have carefully classified in
"WHAT TO READ ON BUSINESS"
all the business books in print.

Here's what George W. Coleman, president of the Associated Advertising Clubs of America says:

"I think your little volume on 'What To Read on Business' is a wonderful compilation of the literature that is most valuable to business men. It is a book that I am glad indeed to add to my library and is one to which I shall expect to make constant reference."

We've cut in half for the present, the regular dollar price of
"WHAT TO READ ON BUSINESS."

In addition, we'll send you FREE, for one year, our fifty cent monthly magazine which contains reviews of all important business articles and books, *Business News*.

There's an opportunity! Send your address now with fifty cents in coin or stamps. You'll get your copy by return mail.

BUSINESS BOOK BUREAU
73 Mercantile Library Building, New York City

the case of advertising we will let the readers of the newspapers be the jury. Let us publish everything which is not distinctly fraudulent upon its face. The jury is there to sift the truth, no matter how much one 'lawyer' may lie.

"One condition that explains the character of our newspapers is the leisure time women have to dispose of. They finish their morning's work at ten o'clock, and do not begin to get dinner until five. What should be done with the long interval? The question is answered by telling what they are doing. They go to the department stores, which are fascinating in their variety of appeal. The department store is one of their major interests. The newspaper, taking advantage of the leisure time of women and of this major interest, aims its news appeal at them. The publisher knows that the paper which will acceptably pass muster during the idle hours of the women is the paper to get the department store advertisements; so, instead of being published for men as they used to be, newspapers are being filled with features that will catch the eye and interest of women."

Mr. McNaught went on to say that, bound by this policy, newspapers sometimes exclude important happenings that would meet a real, intellectual need. The advertiser does not want to catch the eye of the careful, sensible reader. He wants the reader, rather, who may be induced to believe that a pink pill is just the thing to take every morning at breakfast time; he wants the woman reader who can be convinced that a thirty-nine cent bargain of something she does not want is better than an expenditure of twenty-five cents for something she needs.

The speaker said that this kind of journalism began about twenty years ago. He predicted that the New York papers would finally be adapted to some special field on the order of the class or trade journal. The present mode of editing would pass away, but twenty years is as long as any-

thing lasts in this city. He said that the Paris papers made it a policy to cover one field exhaustively and he believed that this would be the next stage of New York papers. Of course, he said, the papers would be smaller, but readers would be able to select a paper according to their needs.

Louis Wiley, business manager of the New York Times, followed with a brief address and took issue squarely with the statement of Mr. McNaught that the principle of *caveat emptor* should rule. He declared in favor of the policy which excludes a tainted advertisement just as it excludes a tainted editorial or a tainted news feature. The hearers applauded this sentiment.

The other speakers who took part in discussing the subject of the "Liberty of the Press," confined their remarks mainly to editorial policies. These speakers were Allan Dawson, editor of the New York Globe, and Professor Albert F. Wilson, of the School of Journalism of New York City. P. J. Santamarina, cable editor of *La Prensa*, published in Buenos Ayres, made a talk semi-political in its nature.

AVERAGE STAMP PURCHASES

One of the Postmaster-General's statisticians has figured out that while in 1862 the average annual expenditure for postage stamps by the inhabitants of the United States was only 25 cents, each of us now spends in this way \$2.60 a year.

The percentage of increase is large, but one cannot help wondering where the enormous multitude live, whose stamp bills are less than \$2.60, for a multitude of that kind there must be in some sequestered corner of the country to keep the average so low. Certainly there are not a few people who could not get along with writing 130 letters a year, not to speak of sending off an occasional paper and parcel, and slighter patronage of the mails would seem to hint at illiteracy or misanthropy, or both.—*New York Times*.

DINNER OF ADVERTISING WOMEN

A dinner was given by the League of Advertising Women at the Prince George Hotel, New York, February 17.

The speakers of the evening were O. C. Harn, advertising manager of the National Lead Company, and Miss Isabel Ely Lord, director of Household Science and Art, Pratt Institute.

Worcester, Mass.

This city is rich enough to buy anything you offer through the

Evening Gazette

In the savings banks alone there is on deposit in Worcester banks more than there is on deposit in the entire ten Southern States.

These are the savings after living well, for Worcester "makes good" to her people.

The GAZETTE is the "home" evening paper with more than 20,000 circulation.

JULIUS MATHEWS, Representative.

Figures Speak Louder Than Words

THE FEBRUARY 1913 ISSUE OF

PHYSICAL CULTURE

gained 1,605 lines over February 1912, 2,500 lines over February 1911, and 3,620 lines over 1910—a 64% gain in three years. (See Four Year Summary, February 13th issue Printers' Ink.) This gain was accomplished solely on keyed-advertising. Only one other standard-sized magazine shows an equal gain.

Stronger evidence of unusual pulling-power can not be offered.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager
Chicago Office: People's Gas Building
W. J. Macdonald, Manager

March, 1913, Gains 1,000 Lines Over Best Previous March Number

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

New York, March 6, 1913

Changing Human Nature

The men who "don't believe in advertising" have one fundamental objection: "Oh, you can't do that; you can't change human nature." None of these men will ever be a big man in a business or any other way. The big, successful business men are precisely those who have changed human nature, beginning first with their own. Human nature to them is simply a complex of mental habits. Change the habits and you change human nature, to that extent. Advertising is the art or science of changing mental habits, and therefore of changing human nature.

Take an illuminating example recently cited by a Standard Oil official to illustrate the rapid growth of the company's business in the Far East:

"It seems that some years ago there was a town in China with a population of about 500,000 which had no lighting facilities. As they had no lamps, all the people of the town went to bed at sundown. One day a representative

of the Standard Oil Company introduced a seven-cent lamp. A few people purchased them, largely out of curiosity. They were much pleased with the lamps, and news about them spread rapidly. As a result, within six months the Standard Oil Company sold over 7,000,000 of those lamps in China. The people who had heretofore gone to bed at dusk rather liked to stay up at night.

"In fact," the official stated, "it was only a matter of a few years when it became necessary to adopt curfew laws in order to get the people to bed at a respectable hour."

And this was in China, supposed until the recent revolution to be the most backward and unchanging of the great nations. How much greater the potentiality of change in America, where life is so vastly more fluid. It is the greatest guarantee of advertising permanence and development there is.

Uncle Sam to Deal with Distribution Costs

The Agricultural Bill, put through the House of Representatives very recently, contains an item of \$50,000 for a Division of Markets in the United States Department of Agriculture. With this amount it is proposed to conduct investigations for the purpose of arriving at facts and conclusions with reference to the routes that farm products take in going to the consumer, and the expense of that distribution.

The Secretary of Agriculture has already given out some interesting "preliminary facts," which are to be analyzed with the \$50,000. According to his estimates, American farm products bring the producer six billions of dollars a year, while they cost the consumer thirteen billions. In other words, the distribution expense exceeds the production by one billion, and the producer gets less than half of what the consumer pays.

Some specific instances are given: The eggs sold in New York during twelve months bring the

farmers \$17,000,000, but cost the consumers \$28,000,000. The farmers get \$1,825,000 for the cabbage eaten by the residents of the busy metropolis, but the easy New Yorkers pay \$9,125,000 a year for it. Potatoes jump from \$8,000,000 received by producers to the impressive figure of \$60,000,000 paid by consumers.

Uncle Sam, while not undertaking to wipe the middleman entirely off the map, believes that distribution cost should be lessened—that the producer should receive more and the consumer should pay less. He proposes to find out how, or spend \$50,000 in the attempt.

It is contemplated that the new division of the Agricultural Department will furnish farmers facts about producers' organizations and likewise inform consumers about organizations that will help them; and give the two information likely to help them in getting together.

Uncle Sam wisely recognizes that the first step in attempting to solve this highly important and complex problem is that of getting the facts.

To Advertise Advertising

English publishers are trying to find a way to advertise advertising. They think the public pays too little attention to advertisements. An announcement in big type now and then at the expense of the publisher is the remedy suggested. Such an announcement, it is believed, will arouse the reader's interest in the advertising pages. Then he will come to his senses and buy advertised goods in preference to others.

In America we have looked at the problem in a different light. To be sure, there have been spasmodic attempts to advertise advertising deliberately to readers. But publishers here have for the most part sought rather to make their advertisements so effective and trustworthy that they will advertise themselves.

Thus far this procedure has involved three steps. They are:

1. Elimination of fraudulent advertisers.

2. Censorship of copy for untruthful statements.

3. Dealer co-operation to get better distribution.

The first two steps have been proved logical beyond a doubt. Before advertising can be advertised and set on a pedestal it must be standardized. The publisher who weeds out objectionable and misleading advertisements from his columns automatically dispels a certain inherent feeling of distrust for all advertising wherever it exists in the minds of his readers and the way is opened for him to build upon their confidence. Copy that "rings true" usually makes the strongest appeal in selling goods.

In their efforts to make advertising more effective, some publishers have recently taken a third step, which has involved the dealer. It has been found that one of the reasons for lack of interest on the part of the reader has been his failure to find readily such goods as he has seen advertised. The fault may or may not have been the advertiser's. That does not enter into the question. It is a condition of trade that sooner or later confronts most publishers who accept so-called "national" advertising and must be remedied if the reader's faith in advertised goods is to be bolstered up to where it belongs.

Thus it has become the task of certain publishers to seek out backward dealers and impress upon them the advisability of stocking advertised goods. The basis for such campaigns has been the assumption that news of many salable articles had not yet reached the dealer. Therefore, advertising advertising to the dealer meant giving him a bulletin of these goods, with the suggestion that they might soon be wanted by his customers, the publisher's readers.

Dealer campaigns by the publisher to advertise advertising must, of course, be always of an auxiliary nature. At most, they can be only a temporary means to reassure the publisher that he has done his best to make

the dealer's store a distributing station to which he can send readers who are searching for advertised goods. Analyzed, dealer campaigns are endeavors to put life into the advertiser's phrase, "on sale everywhere."

The publisher in this country who seeks to advertise advertising to his readers must depend largely on his ability to announce truthfully that the goods his advertising is selling are:

1. Honest. 2. Readily obtainable.

These are reasonable grounds for an appeal to readers for better patronage of advertising. The public's mind is not any too clear as to the term "advertised goods." Will people distinguish between the advertising of the manufacturers of Old Dutch Cleanser and that of the corner grocer who has discovered what he *thinks* is a good substitute and is advertising it as his own? Send the public in search of merchandise with no other stipulation than that it is advertised, and you have accomplished little to advertise advertising.

The publisher can do much to clear the atmosphere. He can make sure that the goods he helps to advertise are *honest enough* to deserve his backing. He can make sure that they are on sale at points not too far distant from his reader's abode. This done, and his advertising begins to advertise itself. The rest of the selling problem is the advertiser's.

Making a "Bull Market"

An astute real estate dealer in New York has recently betrayed a knowledge of psychological effect which would be envied by many an advertising man. The usual performance when selling suburban property is to pick out as perfect a summer day as possible for the inspection, and to dilate upon the property at its best with the burbling brooks and whispering trees for accompaniment. The agent steps lightly on the first floor, lest he wake the slumbering coal-bin and snow shovel. The customer knows that

he sees the property at its best, and his mind is busy discounting it all.

The dealer above mentioned, however, has directly reversed the process, and is selling suburban building sites when they are at their worst—in the middle of the winter. He tells his customers that inasmuch as they will probably live there the year around, he wants them to see the very worst possible conditions, and to imagine for themselves what the place would be like at its best. As a consequence he gets a frame of mind which enhances the property instead of discounting it. Moreover, he has a clear field, because his competitors are waiting for spring before repainting the old automobile.

Why They Moved

The Association of American Advertisers has moved its headquarters and its auditors from New York to Chicago. At first blush this looks as though the "advertising center" is moving westward, but recourse to the list of members of the Three A's shows that the great majority are located much nearer New York. A wag asks PRINTERS' INK if the reason is that Western publications need more auditing than their Eastern brethren. We prefer to believe that the move was made in order to be nearer President Emery Mapes of Minneapolis and Palm Beach.

KATHRENS VICE-PRESIDENT LE- SAN AGENCY

Joseph R. Kathrens, who is manager of the Chicago office of the H. E. Lesan Advertising Agency, has been made vice-president of the agency. Mr. Kathrens was for a number of years advertising manager of the Pabst Brewing Company.

BLAINE-THOMPSON CHANGES

The Blaine-Thompson Company, advertising agents of Cincinnati, of which John E. Blaine is president, has elected Ben Mulford, Jr., vice-president, succeeding the late George A. Shives. A. L. Pope is secretary and Robert Halstead, who takes Mr. Shives' place on the board, is the new treasurer.



Engineering Societies Building, 25 West 39th St., New York City

A mark of distinction is given the

Edison Dictating Machine

in its selection and successful use by the American Society of Mechanical Engineers in their offices in the Engineers Building, New York City. Here ten machines have been in use for over a year past writing this Society's important correspondence.

We would be pleased to send the reader our interesting story of the Dictating Machine entitled "The Goose, the Typewriter and the Wizard." Write today to

THOMAS A. EDISON, Inc., 211 Lakeside Ave., Orange, N. J.

Wanted— A Capable Copy Writer

An important position in Copy Department of a large manufacturing concern awaits the right man.

He must be an earnest, conscientious worker, know how to plan and execute effective advertisements, booklets and circulars, and become an essential factor in the department.

If you can measure up to this, know the principles of mail-order business, then write, provided you are now employed and desire to better yourself.

Give complete information about yourself and past experience. Address

**"CAPABLE," Box 56
Printers' Ink**

WASTED BY-PRODUCTS TO BE USED

The possibility of more thoroughly utilizing the enormous quantities of waste resinous wood produced in the lumber industry has been disclosed by an investigation just completed by the Bureau of Chemistry of the Agricultural Department at Washington. The annual waste, it is estimated, is not less than 8,000,000 cords. This, according to the investigators, can be manufactured into paper pulp, turpentine, rosin oils, pine oils, wood alcohol and other products to a value of nearly \$300,000,000. The investigation shows that the industries of paper making, wood distillation and rosin oil production can be developed in combination.

"Their development will not only open a profitable field of industry," says the bureau's report, "but should prove a big factor in the conservation of our natural resources. In addition, by the utilization of our waste and fallen timber, the injury to the forests by fire and insects will be materially reduced."

POSTERS TO TEACH CIVIC PRIDE

A series of four posters aiming to inculcate civic pride in St. Louisans are being displayed on twenty widely scattered billboards. Some are electric lighted. These posters were planned and placed by P. J. McAliney, president of the St. Louis Bill Posting Company. The posters show the following epigrams from leading St. Louis business men:

"Help yourself by helping your city. Other cities are too busy helping themselves to help you."—Charles F. Wenneker.

"Bury the hatchet. Think of the good things about this city and say them to-day."—R. W. Shapleigh.

"Smile and the world will smile with you. Weep and you weep alone. Boost and you have company. Knock and you stand alone."—D. C. Nugent.

"If we all pull together, a bigger and better city will result."—Charles A. Stix.

NEW YORK "HERALD" ABOLISHES EXTRA CHARGES

With the adoption of its new rate card on March 1, the New York *Herald* has done away with the extra charges for cuts and display matter which has made *Herald* rates so difficult for advertisers and agents to estimate. It is announced that the rates have been equalized, so that an advertiser will pay approximately the same amount under the new schedule as under the old, but will be able to tell in advance exactly what it will cost. The *Herald's* distinctive style of display will be unchanged.

R. M. Nicholson, formerly in advertising work in Bloomington, Ill., has taken the position of advertising manager with the Neenah Paper Company, of Neenah, Wis.

LEAGUE DINNER TO BOOST AMERICAN-MADE GOODS

Spurred on by the disclosures regarding fake labels on gowns and the most flagrant practices relating to the importation of goods, the Advertising Men's League of New York is now planning to hold a movement of national patriotic interest, on March 27, at the Aldine Club.

The general basis for this meeting will be two-fold:

(1) To strengthen the confidence of American manufacturers of all classes in branding their goods with their own name and meeting the imported competition on a frank and fearless basis.

(2) To call to the public's attention the most palpable fraud in relation to importation of merchandise and the faking of imported labels.

Not only has it been found that thousands of fake Paris labels are put on gowns of American make, but also that American straw hats, American cotton seed oil, American saddles, and a great many other articles of American manufacture are shipped in large quantity to Europe, only to be reshipped to this country with different labels and sold as "imported." In still more cases the goods are never even exported but simply sold as foreign goods.

The plans of the league for this meeting include the co-operation of public-spirited men, not only in the advertising field but in all commercial fields, and in fact among all public-spirited patriotic people who think it is time that American manufacturers stood on their own ground, wherever they make goods of equal or better merit than abroad. Representatives of advertising business and trade organizations of every kind will be represented in an advisory counsel, and some very unusual plans are being prepared for the programme on this night.

Another unique phase of this meeting is that it will be open to women, and that as a concrete demonstration a number of living models will be shown on a raised platform with American-designed fashions made from American manufactured textiles.

PREDICTS SUCCESS FOR STAT- UTE IN MISSOURI

James C. Woodley, advertising manager of the General Roofing Manufacturing Company, East St. Louis, and a member of both the National and St. Louis Vigilance Committee, A. A. C. of A., gave an illustrated talk to the St. Louis Ad Men, February 26, on "The Policing of Advertising." Mr. Woodley will also give this address in a number of Western cities in the interest of the vigilance work.

He created enthusiasm by affirming his confidence that the Missouri legislature will soon pass the PRINTERS' INK model advertising statute. He then explained the three-fold work of the Vigilance Committees. Mr. Woodley illustrates his talk with stereopticon views of medical, mining stock and real estate ads that were false or misleading.

Are You Reaching These

80,000

"Live Wires"?

Eighty thousand young men—between 14 and 40 are devouring a "live wire" magazine each month—a magazine devoted to their hobby.

This hobby is electricity.

A hobbyist reads every word in his own magazine—and every ad.

This magazine is

MODERN ELECTRICS

a popular semi-technical authority on the new wonders and advances in electricity.

If you have anything to sell to boys, young men and youthful older men write for our

Special Inducement Offer

Modern Electrics Magazine
268 Fulton Street, New York

COLLEGE PAPER HELPING TO CRITICISM OF SELF-CONFESSED CLEAN UP FORM LETTER

UNIVERSITY OF MISSOURI
COLUMBIA, MO., Jan. 27, 1913.
Editor of PRINTERS' INK:

I am enclosing you an advertising page from the *University Missourian*, the paper published at the school of journalism of the University of Missouri.

This page is published in co-operation with the State Pure Food and Dairy Department, and has been found one of the most effective things possible in raising the standard of the grocery stores, meat markets and restaurants in our town.

We have had food investigations for

BUFFALO SPECIALTY CO.
BUFFALO, N. Y., Feb. 22, 1913.

Editor of PRINTERS' INK:

I am going to write what Harry I. Wildenberg, of Larkin Company, told us in his article, "The Palpable Form Letter," as set forth in PRINTERS' INK of February 20.

Mr. Wildenberg tells us that the letter that will actually sell the goods is a form letter gotten up to look like a "form" letter—not a personal appearing letter.

Have you ever been in a busy business man's office when the mails come in? Have you ever noticed how so many letters mechanically wended their weary way toward the waste basket? Have you ever asked yourself why this was the case?

By making a form letter look like a printed circular you miss your main point. While your mailing list may be an excellent one, you will not gain the maximum results because your letter looks uninviting, and it will not be read. That's the point I want to sink in—it won't be read by nearly as many people as if it had been nicely "run off," name and address filled in at the top to match the body matter exactly, personally signed, neatly folded and sent under a two-cent stamp; or if the mailing list comprises thousands of names, a penny-saver envelope with a one-cent stamp will fill the bill.

What I have said is based on actual fact—we have experimented and have found the personal appeal to be much more productive than the ordinary "I-look-like-it" form letter. My present firm goes to the expense and trouble of running every form letter through a "copying machine," which makes the letters look as though they had really been copied in order to make them seem individual and personal.

The personal letter is always a much stronger appeal than the self-confessed circular. Imitation typewritten letters with names and addresses inserted are nowadays produced by the hundred in such perfection that it is difficult even for an expert to distinguish them as "process" letters. When such letters are despatched in sealed envelopes, if cleverly worded, the effect on the recipients will be much more resultful than the general message. My opinion is this—a self-confessed circular may bring returns, and large returns, too, but the individual, distinctive, person-

THE GOVERNMENT HAS CERTIFIED TO THE PURITY OF THE FOLLOWING STORES AND RESTAURANTS.

L. C. SMITH GROCERIES 1001 Broadway Phone 179 L. C. Smith	In the recent Pure Food Investigation of the groceries, meat markets and restaurants of Columbia by the State Food and Dairy Commissioner—the stores and restaurants on this page were all given the high rating of	Pure Food Grocery 1001 Broadway Phone 179 Pure Food Grocery
We Have LONG Claimed OUR GROCERIES are GOOD, CLEAN, FRESH A. B. LONG 1001 Broadway Phone 179	80 Per Cent and over.	L. W. BERRY Groceries and Dressed Fowl Phone 179
ALWAYS CLEAN The Government has just been through the investigation of the stores and restaurants of Columbia by the State Food and Dairy Commissioner—the stores and restaurants on this page were all given the high rating of		The Cafeteria is the Cleanest Restaurant in Columbia Only two cafes in town made scores, ending them to a position on this page. The Cafeteria was the higher of these.
"CLEAN" The Government has just been through the investigation of the stores and restaurants of Columbia by the State Food and Dairy Commissioner—the stores and restaurants on this page were all given the high rating of	Home Made Sausage Delicious & it's made right here in Columbia.	THE CAFETERIA Only two cafes in town made scores, ending them to a position on this page. The Cafeteria was the higher of these.
THE CASH MEAT MARKET 1001 Broadway Phone 179	The Cleanest Place in Columbia Our score in the recent inspection was 80 per cent.	OUR CUSTOMERS ALREADY KNEW IT The Pure Food Investigation has shown that our meat is really clean and pure.
J. M. McLean 1001 Broadway Phone 179	PEMBERTON HALL—SAMSON APARTMENTS 1001 Broadway Phone 179	J. D. VAN HORN 1001 Broadway Phone 179
OUR PURE FOODS are as natural as Columbia and its climate. They are necessary for the health and happiness of the community.	OUR CHOICE MEATS are of the highest quality, the scientific handling and selling being our aim.	THE VIRGINIA MARKET 1001 Broadway Phone 179

years in our town—but none has had the effect of this advertising page in encouraging the stores to clean up.

It is the only instance in this state to my knowledge of a newspaper co-operating with a state or city department in raising the standard of stores where foods are sold.

Incidentally, it is an exceedingly profitable enterprise from the standpoint of the paper, for the stores are eager to get on this page as soon as they have raised the rating of their places of business. J. B. POWELL.

Instructor in Advertising.

ally directed form sent to the same list of names would produce twice the results, and results are what we are looking for.

H. L. LANDAU,
Mgr. Export Dept.

DIFFICULTIES OF CARRYING ON VIGILANCE WORK

An illustrated lecture, prepared for the Vigilance Committee of the Associated Advertising Clubs of America, by Karl Murchey, of the *Detroit Times*, was read before the members of the Representatives' Club, February 24, at the Aldine Club, New York. H. D. Robbins, chairman of the Vigilance Committee, was the reader.

Mr. Robbins, in showing many reproductions of fraudulent and misleading newspaper ads, pointed out the objectionable features of each in an impressive manner. He emphasized the fact that the Vigilance Committee is not trying to tear down advertising ethics, but to build them up. It was hoped to convince manufacturers and others that their motive should be not to get the money, but to get an honest product.

Mr. Robbins said that to carry on the work of the Vigilance Committee was not an easy matter for a man who has his living to make. Certain men had been forced to abandon the project because of antagonism by forces that threatened them personally if they did not discontinue.

The speaker made the point that the

Vigilance Committee does not at present intend to take any position in the discussion of such questions as the use of benzoate of soda in foods, etc. "We recognize only two classes of advertising," he said, "honest advertising and dishonest advertising."

Mr. Robbins then called attention to the efforts of the committee to secure the passage of the PRINTERS' INK model statute against fraudulent advertising.

Mr. Robbins also referred to fraudulent fur advertisements and told of the committee's stand against the Paris label as used by American dressmakers. In conclusion he pointed to a picture of one of the recent Mark Cross Safety Razor ads inserted by a New York department store. The store did not say "A five-dollar razor for a quarter," said Mr. Robbins, but stated, "this is a razor that the maker says is worth five dollars." This, Mr. Robbins thought, was a big step toward honesty in advertising.

The club had as guests members of the association of New York Advertising Agents. F. L. E. Gauss, president of the club, presided. Among the speakers who took part in the discussion which followed the lecture were Thomas Balmer, advertising director of *Woman's World*; Seth Brown, editor of *Standard Advertising*; H. K. Stroud, of Frank Seaman, Inc., and J. R. Kathrens, of Chicago, vice-president of the H. E. Lisan advertising agency. Resolutions were read by C. B. Kimball, of *To-day's Magazine*, recording the recent death of William Trowbridge, a solicitor for Harper & Bros.

WANTED

A publishing house of high reputation and standing desires to obtain the services of a man of ability, as the Manager of its Advertising Department. It would like to be placed in communication only with men of good character, experience, good judgment, and familiarity with the best traditions of the advertising profession. Preferably a man who has been connected with some important weekly periodical. Applicants will please give their records in full, stating the salary expected. The office of publication is located in New York City.

M. C., Box 57, PRINTERS' INK.

NEWSPAPER ADS TO INFLUENCE LEGISLATION

OYSTER GROWERS IN CONNECTICUT USE DISPLAY TO AWAKEN PUBLIC TO DANGER OF POLLUTED STREAMS—WHY A STRAIGHT CAMPAIGN WAS DEEMED BETTER THAN APPEAL FOR FREE SPACE

Advertisements appearing in Connecticut newspapers urge voters to use their influence to secure the passage of bills now before the Connecticut legislature which will prevent the pollution of rivers and streams. The campaign is being carried on by the Oyster Growers' Association of Connecticut in conjunction with members of yacht clubs and civic societies.

The idea of advertising to arouse interest in such a movement is a comparatively new one. When the campaign was initiated

it was believed that a few press notices sent to newspapers for insertion gratis would accomplish the desired results. F. S. Beardsley of Bridgeport, who represents the association, decided, however, to buy newspaper advertising space for display copy. That shown herewith is a specimen.

The advertising makes its appeal not only to those who eat oysters and may be safeguarded by the passage of the bills now being discussed, but also to bathers, fishermen, summer-home owners, and finally, to all who drink water. Thus the appeal of the advertisements becomes general, a result which could hardly have been accomplished by "press notice" copy, although such copy has emanated readily enough of its own accord from newspaper editorial departments.

That the advertisements in question have resulted in the forwarding of many coupons bearing influential names and addresses to state senators and representatives is testimony to the fact that straightforward advertising principles similar to those employed in selling goods may be used in a campaign that seeks to interest the public in carrying out an idea which is for the public good.

Results from this campaign will first be felt by the legislators who receive coupons. Backers of the ads will hear from the copy via Washington.

It is understood that associations favoring protective legislation in other states are contemplating campaigns patterned after that being carried on in Connecticut.

Your RIGHTS are in Danger



Will YOU Help to Save Them?

THERE are bills before the Connecticut Legislature (House Bill No. 708; Senate Bill No. 343) which deserve the support of every citizen. They aim to

Prevent the Pollution of Rivers and Streams

by sewage and filth. Already the streams of this State are in a condition *dangerous* to health.

If you wish to prevent typhoid fever, to make bathing safe and boating enjoyable, to banish the foul and noxious odors that now make river and shore homes unpleasant, and to restore the former excellent supply of fish, oysters, clams, etc.—**HERE IS YOUR**

CHANCE TO HELP: Write a letter or postcard to your state Senator or Representative, urging him to vote for the "Anti-Pollution" House Bill No. 708 or Senate Bill No. 343—or, if you haven't time to write, cut out and mail the coupon below.

If you want a copy of either bill, or other information, address F. S. Beardsley, Security Building, Bridgeport.

MAIL THIS COUPON TODAY (paste on a postcard)

Write name of your Senator or Representative **HERE**

Write YOUR name and address **HERE**

Hon.

Dear Sir:—I urge you to vote for House Bill No. 708 or Senate Bill No. 343 to prevent the pollution of rivers and streams.

Yours truly,

Name

Address

TO AROUSE VARIOUS CLASSES TO THE DANGERS OF WATER POLLUTION

SCOPE OF TAILORING HOUSE-
ORGAN

THE HOUSE OF HOBBERLIN, LTD.
Toronto, Can., Feb. 4, 1913.

Editor of PRINTERS' INK:

On page 70 in your issue of January 30 appears the following:

"Used for the opposite purpose of cancelling numbers no longer in stock, *The Hustler* is published weekly by the Semi-Ready Company, Toronto. This house-organ contains salesmen's itineraries."

Evidently your staff contributor has not seen *The Hustler*, or has glanced over it very hurriedly. We are sending you copies that the editor may look it over again, and that he may see that

The Hustler is published weekly by the house of Hobberlin, Limited, Wholesale Tailors (not dealers in ready-made clothing). We might also mention the fact that if he will read it over he will find something else in *The Hustler* besides "Salesmen's Itineraries" as referred to in the above article.

J. M. HUMBLE,
Director of Publicity.

"AMERICAN BOY" REPRESENTA-
TIVES APPOINTED

Elmore S. Murthey is now in charge of the New York office of *The American Boy* magazine. John W. Hansel is manager of the recently opened Chicago office.

WANTED

NEW YORK Advertising Agency Manager or Solicitor now actually controlling one or more good accounts which he can honorably bring to a small but good New York Agency, at present a branch of one of Chicago's best agencies. This is an exceptional opportunity for a man of ability, as we are prepared to make a very advantageous arrangement. It is our purpose to build up a clientele in New York City which will place us in the front rank and make this part of our business a New York Agency in fact, rather than a branch of a Chicago Agency. Service so far rendered has been most satisfactory to our clients, and the arrangement we are desirous of making will furnish the right man with a permanent and an attractive connection. No money required. Our President is in New York this week. Give immediately full particulars and state clearly the nature and amount of compensation you wish. Also give telephone number. All communications strictly confidential. Address, X Y Z, Box 55, PRINTERS' INK.

1847 ROGERS BROS. 

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO

CROMWELL
PATTERN



The Little Schoolmaster's Classroom

Advertising men are hard to please when it comes to selling methods. We know how sales work ought to be done, according to Hoyle, and it gets on the nerves to see good advertising nullified at the last because of poor or indifferent sales service.

Here is an uncolored account of a recent sales transaction for an aggressively advertised article—one of the fine "parlor editions" of the talking and musical machines (never mind which one!).

Customer enters the store. Salesman steps forward: "Did you want something?"

Customer, pleasantly: "Yes, I rather think I do. I have been thinking of buying one of these machines."

Salesman: "About what price did you want to pay?"

Customer, again smiling: "As a matter of fact, there is no particular sum that I had in mind that I especially wanted to get rid of. I should like to see the different machines and compare values."

Salesman thereupon shows two different styles, one priced at \$75 and one at \$50, index cabinet extra.

Customer: "Is there really any difference in the tone values between these two?"

Salesman assures him that there is. Customer had been previously apprised by a friend, who bought the lower-priced instrument, that the manager of the store had given his positive assurance that there was no perceptible difference, so far as tone values went, between these two grades. Grave suspicion of the sincerity of the store's counsel at once began to rise in the customer's mind.

Customer: "Is the lower case mahogany or birch?"

Salesman: "I don't know about that for sure. I don't guess it is real mahogany, though." And

then, it is but fair to relate, the salesman scored his first real point: "Wouldn't you like to hear the \$50 machine?" The customer nodded thanks and began to be hopeful, but just then the salesman called in a poor little office boy and gave him a good scolding that didn't help the atmosphere.

The customer had a favorite piece that he wanted to hear, but he waited, thinking that surely the salesman would ask if there was anything in particular that he would care to hear. But the question didn't come. One of the regular demonstration records went on, and it was a good record, though it is doubtful that the selection would have suited every customer.

The situation was saved by the manager himself coming in and taking charge of the transaction. But even then there was a big snag to overcome in the directly opposed bits of counsel as to the difference between the two instruments of different prices.

We can't reach perfection in salesmanship, of course. No matter what system of training is introduced, there are human beings in the selling business who will not profit by the instruction, who will blunder and spoil the effect of all the back pages and double-page spreads of the advertising campaign. But ought not these clever advertising men look into the methods of the best salesmen of the article, lay out one or more standard ways of greeting and demonstrating, and send out this illuminating material to managers of branch offices? The Waterman Pen Company does it, and so do others. If it is necessary to the sale of a fountain pen, why not for an instrument that calls for a hundred or two hundred dollars and one that opens the way for steady sale of additional records?

The Schoolmaster is no chronic

"knocker," but the advertiser whom this perfectly accurate statement fits can learn names and place if he wants the data.

An acquaintance of the Schoolmaster read the foregoing comment on selling methods and said, "You forget that the selling game is to find out what the customer has a bent for, or what he will stand for in the way of price, and then sell him that."

That may, in truth, be the "selling game" often. Such tactics are rightly named by the word "game."

It is well enough to say that, in the end, the customer should be allowed to buy what he has a "bent" for, but the salesman worthy of his high calling will be well enough informed and sincere enough to give the customer the information that he needs in order to buy wisely. He will give the customer that information, though it may seem to run counter to what the customer ap-

pears to want at the outset. A hardware store never won enduring success by letting a man buy a chisel when what he really needed was a plane.

The trouble with most salesmen is that they don't see far ahead. In grasping for to-day's profits they forget about the profits of to-morrow, of next month and of next year. They forget that the customer has a friend and that the friend's friend has a friend. And when these vital things are forgotten, a store after a while begins to run behind. All at once its managers wake up to the fact that the general public opinion of the store is unfavorable. It is hard to rid the dog of his evil name; likewise, with a store that has played fast and loose with that delicate thing—public opinion.

What is the best way to begin a talk or an article on advertising? This seems to be a favorite style. "Advertising is not a sci-

**15 Days' Trial
FREE**

Warning!

After perfecting the "Uhl" cabinet by years of effort, it is being imitated by others made to look like it, but with wood roll top. Be sure you get the original "Uhl" Steel Cabinet by looking for our name.



**UHL ART STEEL
TYPEWRITER TABLE
AND CABINET**

SAVES

**Time—Space—Rent—
and Stationery**

Every square foot of space in your office costs money. Save money by installing the Uhl stand and cabinet. This stand occupies only 4 square feet as compared with the 10 square feet taken up by the old-style desk. It is

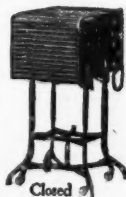
100% EFFICIENT

DESCRIPTION: Rigid steel frame, absolutely indestructible, ample space for full week's supply of stationery, but no drawers to serve as "catch-alls" for odds and ends. Always clean and sanitary. Wood platforms—Silent under operation. Easily moved to follow the light when on casters, half turn of lever makes it rigid and immovable. Sides fold up, and steel top rolls down and locks.

Write us on your business stationery for our 15 day trial offer and name of nearest dealer. Each cabinet is sold with the understanding that if not satisfactory after 15 days' free trial our dealer will buy it back at the full price.

Office Supply Dealers who will handle the line, write us for a special proposition

**The Toledo Metal Furniture Co., 2323 Dorr Street
TOLEDO, OHIO**



ence. It is not an art. It is not a business. It is something, but I don't know what it is. It is different from every other line



Are Your Life Insurance

premiums too high? Before paying another premium on any policy of \$10,000 or more taken 1910, 1911 or 1912 consult me. No charge for information, which means a possible annual saving for you.

J. A. STEELE, 170 Broadway, NEW YORK

WE SET ADS FOR

John M. Smyth Co. Baker-Vawter Co.
Quaker Oats Co. Florsheim Shoe Co.
Fairbanks-Morse Comm. Edison Company
Peoples Gas Co. — and many others.

Send for Samples of Composition.

Largest Exclusive Adsetters **S. Willens & Co.**
542 So. Dearborn St., Chicago

"The House with the Reputation"

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 128,384

"FIRST HANDS" IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and souvenirs. Free "Buyers' Information Service" to subscribers. **THE NOVELTY NEWS**, 213 S. Market St., Chicago; 120 big pages; illustrated; \$3 year; 20c copy, mail or news-stands. No free copies.

of human effort. It is mysterious, and we must guess most of the time. You can't learn much about advertising. You don't need any science or psychology. All you need is common sense. Don't bother about the uncommon sense. What is common sense? Why, that is what experience has shown us to be true; though that means that common sense is the same as science, and for goodness' sake don't call it science, for that spoils it all.

And so on, and so on.

Now, why are advertising men so fussy about mere words—about the labels on ideas, so long as they don't misbrand? What those who get off this sort of talk mean, of course, is that nobody has advertising reduced to exact rules. They mean that, after you get all you can from your own experience and the experience of others, much must depend on judgment, and that mistakes may be easily made in attempting to judge what will happen in the way of effects on economic conditions and on human nature. But what is there about this to call for solemn declarations about science, art, etc.? We talk a great deal about medical science, and yet the doctors to date have not even mastered such an ordinary thing as a simple cold. It is common enough for a man to die without the group of doctors who looked after him knowing what was the matter. All medical science so far has been helpless before the tuberculosis germ. The doctors themselves say that you can count the specifics among the drugs on the fingers of your two hands, and have a few fingers left.

The human mind is a puzzling thing? Yes, indeed; and so is the human body. And so is the sprouting acorn and a myriad of other things. Let's quit fussing over terms. Advertising is advancing rapidly, and we are much better judges of copy and plans than we were a dozen years ago.

An arrangement has been made by R. L. Whitton, of the Thos. Cusack Company, whereby Chas. P. Norcross, formerly of the Hearst organization, will look after his Eastern interests.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

We offer an Advertising Service that serves as conscientiously, as though entirely controlled by you. A service that studies with you, plans and works with you, 52 weeks 365 days—through each year. Write on letterhead for Portfolio of Profiles.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

Classified Ads Placed

In all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

The circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

FOR QUICK RESULTS USE the DENVER WEEKLY POST. Guaranteed paid circulation over 110,000, growing all the time, delivered by Uncle Sam—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word (black face caps count double). Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request.

AD. WRITERS

Mechanical Subjects

WRITTEN and ILLUSTRATED by us to show big doses of R. B. and G. M. Ads., Folders, Letters, Booklets, House Organ Stories. **ALFRED WONFER**, 31 Clinton St., Newark, N. J.

BUSINESS OPPORTUNITIES

ADVERTISERS! Mail Dealers. Our Advertisers' Guide gives rates, circulation of 2,000 Different Publications. Includes 30 Mail Order Plans. Sent complete, 10c. **DEARBORN ADVERTISING AGENCY**, 523 Franklin Bldg., Chicago.

PUBLISH NEWSPAPER: 1,000 four page, seven column paper, \$35.00 weekly (without our advertisements); second thousand \$6.00. **EMPIRE NEWSPAPER UNION**, 419 First Avenue, New York.

\$10,000

wanted to open Branch Stores of an established and exceedingly prosperous business by a man of highest personal and commercial integrity, who knows the line to the minutest detail and is willing to put all his capital in a corporation headed by a responsible business man to supply about two thirds of the capital. The business will pay handsome dividends from the start, and new branches are to be opened with the profits, there being practically an unlimited field to cover. The proposition is only open to parties of unblemished character and of considerable business experience. Only those can qualify who can give (and will also receive from advertiser) the very highest credentials. Will treat only with principals. Fulllest details at first interview. Address, Box 736, care of Printers' Ink.

COIN CARDS

\$2.60 per 1,000. For 6 coins, \$3.00, any printing. **DODD PRINTING CO.**, Fort Madison, Ia.

FOR SALE

FOR SALE—Bullock 8-page Cylinder press; complete with stereotyping outfit, engine, shafting, etc. Now running and in good condition. We are installing a new 28-page outfit. Bargain price and easy terms. **DAILY ADVERTISER**, Clinton, Iowa.

FOR SALE

Perfectly equipped Rapid Photogravure Plant consisting of two Rotary and one Sheet Feed Presses and other necessary equipment. The change of policy in confining our business to our established trade in Color and Photo Engraving offers an excellent opportunity to a large printing or publishing house to add a picture producing department for art or commercial purposes. **THE HARTLEY COMPANY**, 129 Lafayette Street, New York City.

HELP WANTED

WILL PAY for interviews with or letters of information from men or women understanding advertising methods of Chicago's largest general merchandise mail order houses. State your qualifications. Box 739, care Printers' Ink.

A New Business Magazine

which has proven an instantaneous success requires an advertising representative in each of the ten largest cities. An excellent opportunity for small agencies to connect with a live wire proposition. Write fully concerning yourself. Address, D, Box 71, Easton, Pa.

HIGH GRADE MAN WANTED to take editorial charge of well established pharmaceutical journal located in middle west. Must possess energy, ability, originality, and have had practical experience in the retail drug trade. Must be a clear, forceful writer, and good talker. To an all round practical man a good opportunity is open. Address Box 731, care of Printers' Ink

HELP WANTED. An opportunity for man of some experience to edit either a substitute for a fifty-year-old paper or to successfully "buck" such a paper. Position is for local editor, who will have nothing to do with mechanical work. In town of 1,500, township of 2,500, county of 40,000, York State. Tell experience, habits, expectations and ambitions in first letter. Address Box 711, care of Printers' Ink.

Young Circulation Man Wanted

A leading technical monthly publication with a present circulation of 11,000 needs a young man with ideas and ingenuity to build up the circulation. We prefer an experienced man, but you'll be considered if you can prove you're a live wire. The man we want has to have plenty of grey matter and be a plugger. Give age, details of experience, salary desired, etc., addressing Box 734, care of Printers' Ink.

A Good Position for a Capable Man

We have an opening for an intelligent, healthy man under 35 years of age desiring a permanent place with a good firm. Advertising and sales experience is highly desirable, though the position will require some work in other departments. Salary to begin will not be large. Future pay, however, will be based entirely upon results obtained and real merit and loyalty. Furnish references, state experience in detail and salary expected in first letter. Box 733, care of Printers' Ink.

Agency Copywriters

One of the best organized advertising agencies in the West—located near Chicago—wants to secure two thoroughly experienced general advertising agency copywriters capable of planning complete campaigns, laying out and writing folders, broadsides, literature, general and trade paper advertisements, etc. These are not ordinary agency jobs, but carry responsibility and those who take the positions will work directly under and with the head of the agency. If you desire consideration, write at once, stating salary wanted, experience and other details. All correspondence strictly confidential. Box 742, care of Printers' Ink.

LETTER-WRITERS

PUT YOUR LETTER PROBLEMS before an expert. Sales, Collection or Good-will letters sensibly written to produce results. **DAVID DANB**, Portland, Ind.

MISCELLANEOUS

\$60.00 will buy 1,000 quick selling mail order books worth \$1,000. Great sacrifice sale. Circular describing book free. **JAMES ORR**, 218 Washington Avenue, N., Minneapolis, Minn.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions. will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

AS EDITOR, position wanted; daily or weekly; versatile, prose, verse; ready pen; traveled; collegian; sober; experienced; begin moderate salary. **F. SEABORNE**, Central Sta., W. Va.

POSITION WANTED as advertising manager or assistant in manufacturing or mercantile establishment, by young man (21) with practical advertising experience. Understands and can secure co-operation of advertising and sales forces. Box 737, care of Printers' Ink.

GOOD COPY man wants position with agency, or as advertising manager. Can handle details of printing, answer correspondence, and produce results. Employed now, but have best reasons for change. Address, Box 730, care of Printers' Ink

POSITION AS MANAGER'S ASSISTANT or with agency by a high-school graduate. I. C. S. advertising training, capable of clean cut copy and endowed with energy plus A position that means hard work, experience, and a chance to rise. Age 21; salary, secondary consideration; location, east of Philadelphia. Box 740, care of Printer's Ink.

NEED AN ASSISTANT

possessing a thorough knowledge of both the technical and mechanical sides of advertising? Now Assistant Advertising Manager of a trade publication. A salesman and a successful sales correspondent. Will locate anywhere; preferably with a manufacturer. A worker, capable and ambitious. Age 22. Box 732, Printers' Ink.

Ambitious Young Man

with good general business experience desires to get into advertising field, preferably department store in the South. Salary no object. Opportunity to learn, first consideration. Good correspondent. Can write effective copy and make strong layouts. Would make a good understudy. I. C. S. graduate. Clean habits. Box 738, care of Printer's Ink.

Advertising Art Director

with nine years' experience desires to make change. Is a practical artist and has worked for newspapers, printers, engravers and agencies. He always works to produce sales and knows how to produce advertising matter with *real ideas* for any purpose. If you want a man who can handle a large proposition as well as the small ones with effective art work, address Box 735, care of Printers' Ink.

Do You Need a Man?

Hard-working young man with good business training seeks position in agency or mercantile house. Has been studying advertising for year, writes fair copy, makes good layouts. Is bright, self-reliant, quick to learn, eager to serve; can be trusted to do things. Has good references, expects moderate salary, prefers New York position, desires interview. JOHN W. KLENCK, 566 West 182nd St., New York.

PREMIUMS

Premium Dinner Sets Produce Positive Results

We have hundreds of gratified customers. Write for plans, prices and illustrations.

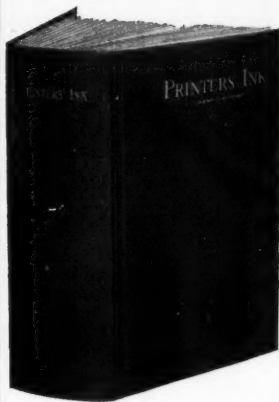
H. R. WYLLIE CHINA COMPANY
Huntington, W. Va.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — *Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing press, etc.* Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 141 E. 25th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

SEND for Harris-Dibble Bulletin of Business Opportunities. Just out. HARRIS DIBBLE COMPANY, 71 West 23rd Street, New York.



Printers' Ink Is Valuable

for reference when a file is complete. Handy, serviceable binders can be had from us at the manufacturing and mailing cost.

65c. each

Parcel Post Charges Paid

Printers' Ink Publishing
Company

12 W. 31st St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama.

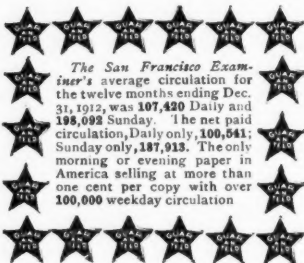
ARIZONA

Phoenix, *Gazette*. Average Dec., 1912, 6,036 daily. A. A. A. ex. regularly.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

San Diego *Union*. Sworn circulation, 1912, Daily, 10,998; Sunday only, 14,792.



The San Francisco *Examiner's* average circulation for the twelve months ending Dec. 31, 1912, was 107,420 Daily and 195,092 Sunday. The net paid circulation, Daily only, 100,541; Sunday only, 187,913. The only morning or evening paper in America selling at more than one cent per copy with over 100,000 weekday circulation.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,832; 1912, 8,124.

Meriden, *Morning Record*. Daily av.: 1910, 7,893; 1911, 8,085; 1912, 8,404.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,475, 5c.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

DISTRICT OF COLUMBIA

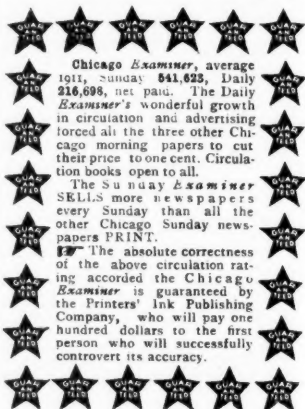
Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,154 (☉). Carrier delivery.

ILLINOIS

Chicago, *Polish Daily News* (Dziennik Chica-goski). Daily average, 1912, 17,466.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,591; Sunday, 10,449.



Chicago *Examiner*, average 1911, Sunday 541,623, Daily 216,898, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Dec., 1912, 12,640. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader*. (av. '12), 35,446. *Evening Tribune*, 20,824 (same ownership). Combined circulation 56,172—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Exc. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,181.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632

LOUISIANA

New Orleans, *Item*, 6 months sworn statement U. S. P. O. daily and Sun., net circulation 44,762.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,692

Portland, *Evening Express*. Average for 1911, daily 17,625. Sunday *Telegram*, 12,018

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912—Sunday, 56,394; daily, 80,048. For Jan., 1913, 76,598.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)
1912, 190,149—Dec. av., 182,159

Sunday

1912, 322,915—Dec. av., 320,644.

Advertising Totals: 1912, 8,642,611 lines

Gain, 1911, 266,450 lines

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad. Boston, *Daily Post*. January circulation averages of *The Boston Post: Daily Post*, 394,532; *Sunday Post*, 319,865.

Boston, *Herald and Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 8,408. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,562; 1911, 16,987; 1912, 18,538. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '12, 20,367. The "Home" paper. Largest evening circulation.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Paristot*. Aver. year, 1912, daily 10,476; Sunday, 11,464. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,260.

The absolute accuracy of *Farm, Stock and Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for Dec., 1912, evening only, 83,216. Average Sunday circulation for Dec., 1912, 86,633.



CIRCULATION Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.

Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,886. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.



by Printers' Ink Publishing Company

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1912, 123,653.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,667 daily average 1912.

Camden, *Post-Telegram*. 10,900 daily average 1912. Camden's oldest daily.

Trenton, *Evening Times*. '08, 21,326; '20-'09, 19,062; '10, 19,238; '11, 20,116; '12—21,989.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,165. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1912, 64,406.

Buffalo, *Courier*, morn. Ave., 1912, Sunday, 99,692; daily, 84,496; *Enquirer*, evening, 37,132.

Buffalo, *Evening News*. Daily average, 1912, 99,565.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, January 1st to December 31st, 1912, 129,427. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Licty. Actual Average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Schenectady, *Union Star*, 75¢ "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

Winston-Salem, *Daily Sentinel* (e.), av. Dec., '12, 4,146. *Semi-Weekly Sentinel*, av. Dec., '12, 6,321.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1912: Daily, 106,494; Sun., 134,255. For Jan., 1913, 102,463 daily; Sunday, 140,866.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 21,676 average, Jan., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1912, 98,261; the Sunday *Press*, 176,787.

Washington, *Reporter and Observer*, circulation average 1912, 18,060.





West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1912, 16,186. In its 40th year. Independent. Has Chester Co., and vicinity for its held. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, eve., net, sworn, average 1912, 18,681.

Williamsport. *Daily Sun and News*. Average for December, 1912, 17,026.

York. *Dispatch and Daily*. Average for 1912, 18,688. Covers its territory.

RHODE ISLAND

Newport. *Daily News*, (evening) 66th year. Covers field. Circulation for 1911, 4,406.

Pawtucket. *Evening Times*. Average circulation for 1912, 21,097—sworn.



Providence. *Daily Journal*. Average for 1912, 24,462 (©©). Sunday, 34,777 (©©). *Evening Bulletin*, 62,847 average 1912.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 6,449.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1911, 8,289.



Columbia. *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,525. August, 1912, average, daily, 20,986; Sunday, 20,956.

VERMONT

Barre. *Times*, daily. Only paper in city. Av. 1912, 6,083. Examined by A.A.A.

Burlington. *Free Press*. Examined by A.A.A. 9,418 net. Largest city and state.

VIRGINIA

Danville. *The Bee* (eve.). Aver. Jan. 1913, 5,367. *The Register* (morn.), av. Jan. '13, 3,114.

WASHINGTON

Tacoma. *Ledger*. Average year 1911, daily, 19,001. Sunday, 27,288.

Tacoma. *News*. Average for year 1911, 19,310.

WISCONSIN

Fond Du Lac. *Daily Commonwealth*. Average 6 mo. ending Sept. 30, 1912, 4,053. Established over 40 years ago.

Janesville. *Gazette*. Daily average, Jan., 1913, daily 6,026; semi-weekly, 1,634.

Madison. *State Journal*, daily. Actual average circulation for year 1912, 10,334.

Milwaukee. *The Evening Wisconsin*, daily. Average daily circulation for 1912, 45,654. *The Evening Wisconsin* is the State's favorite home newspaper. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York; 723 Old South Bldg., Boston; 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) *Journal-News*. Average circulation 1912, 7,036.



ONTARIO, CAN.

Fort William. farthest West city in Ontario *Times Journal*, daily average, 1912, 4,132.

QUEBEC, CAN.

Montreal. *La Patrie*. Ave. year 1911, 46,952 daily; 85,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina. *The Leader*. Average, 1912, 11,796. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,898 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognised Want Ad Medium of Minneapolis.

CIRCULATION **THE** Minneapolis *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Jan., '13, amounted to 175,716 lines. The number of individual advertisements published was 26,760.

Ink Fab. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.





THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word; minimum, 20 cents.



NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown *Indicator*—Leading Want Medium. 1c. per word. Largest circulation.


PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(GOLD MARK) Gold Mark Papers (GOLD MARK)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign —*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile *Register* (GOLD MARK). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. By av. 1st 4 mos. 12, 64, 154. (GOLD MARK) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (GOLD MARK), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The *Inland Printer*, Chicago (GOLD MARK). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (GOLD MARK). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (GOLD MARK).

Boston *Evening Transcript* (GOLD MARK), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (GOLD MARK). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (GOLD MARK). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (GOLD MARK) is THE advertising medium of Brooklyn.

Dry Goods Economist (GOLD MARK), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (GOLD MARK) established 1874. The leading electrical journal of the world. Average circulation over 20,000 weekly. MCGRAW PUBLISHING CO.

Engineering Record (GOLD MARK). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 19,500 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (GOLD MARK). Specimen copy mailed on request. 233 Broadway, N. Y.

New York *Herald* (GOLD MARK). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (GOLD MARK). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

Scientific American (GOLD MARK) has the largest circulation of any technical paper in the world.

The New York *Times* (GOLD MARK) has a greater daily city sale than the combined city sales of five of the seven other New York morning newspapers.

New York *Tribune* (GOLD MARK), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (GOLD MARK) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1912, sworn net average, Daily, 93,251; Sunday, 175,787.

THE PITTSBURG (GOLD MARK) DISPATCH (GOLD MARK)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (GOLD MARK), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis *Commercial-Appeal* (GOLD MARK) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee *Evening Wisconsin* (GOLD MARK), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Taylor Critchfield Co.

*Leading Advertising
and
Merchandising Agents
of America*

NEW YORK CHICAGO DETROIT

106
108

Some few months ago a manufacturer consulted us about advertising.

After due investigation of his line and consideration of the territory in which it could be sold at a profit (inasmuch as he was doing business solely through agents), we recommended an advertising campaign, which, at the present time, is working out satisfactorily.

Some few days since that same manufacturer showed to the writer a plan of advertising that had been submitted to him by an agent in the United States.

The choice of media was good, from one point of view, but two-thirds of the appropriation would have been wasted because the agent recommended papers covering territories where there is little natural demand for the line, and where it could not be sold at a profit anyway.

The copy was good, but it was American, not Canadian.

Now, sometimes American copy is equally good for Canadian mediums, but in this case it wasn't, because it should have dealt with agricultural conditions.

That United States agent who submitted the plan of campaign did a good piece of work as far as his knowledge went, but he did not — could not know Canadian conditions. He couldn't afford to know them on the amount of business he might do in Canada.

J. J. GIBBONS Limited

CANADIAN ADVERTISING

Coronation Bldg.
MONTREAL

119 West Wellington St.
TORONTO

Sterling Bank Bldg.
WINNIPEG

CANADA

Cable Address: "Gibjay," Toronto Code: A.B.C., 5th Edition

Partial List of Clients

Force
Finolia
Santitas
Comlort Lye
Fry's Cocoa
Regal Shoes
Regal Lager
M. L. Palms
Acme Fence
Convido Port
Comfort Soap
Packard Cars
Sunlight Soap
Empire Fence
Adams Water
Hine's Brandy
Dodge Pulleys
Idlebury Soap
Waverley Pen
Thermos Bottle
Kogers Cement
Wakefield Hats
Vestal Olive Oil
Vap-Cresoline
National Apples
Renfrew Scales
Gatesby Clothing
Business Systems
London Feathers
Reid's Neckwear
Standard Tube and Fence Co.
National Mig. Co.
Polo Shoe Polish
Wire & Cable Co.
Belanger's Plows
Gale's Whitewear
Russell Motor Co.
Page Wire Fences
Crompton Corsets
A. E. Ames & Co.
Ontario Wind Mills
Oxford Underwear
Peerless Incubators
Sun Fire Insurance
B. D. V. Tobacco
Fremont Separators
"Ideal" Metal Beds
Cockshutt Plow Co.
Barber-Ellis Limited
Edwardsburg Starch
Hanson Campbell Co.
White Horse Whisky
Omo Washing Powder
Coate's Plymouth Gin
Semi-Ready Clothing
C. H. Legage Co., Ltd.
T. Friggle and Son, Ltd.
Shawinigan Underwear
Romy Martin's Brandy
Canada Life Assurance
"Crown" Corn Syrup
Black & White Whisky
Canada Cycle & Motor
National Cash Registers
Consolidated Optical Co.
Imperial Life Assurance Co.
Hudson Bay Knitting Co.
Underwood Typewriters
"Magi" Mineral Water
Patonson's Cough Drops
Pillar People of Oshawa
Vicker's London Dry Gin
Aromatic Office Specialties
Canadian Engines, Limited
Drummond Dairy Supplies
Abbey Effervescent Salt Co.
Imperial Wire and Cable Co.
Canadian General Electric Co.
Dominion Organs and Pianos
Shaw Correspondence Schools
Toronto Hydro Electric System
McCallum's Perfection Whiskey
Northern Elec. Rural Telephone

THE MONUMENT OF
SUCCESS

"GIBBONS Knows CANADA"